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Event and Festival Planning: A Strategic Course for Modern Professionals

5 – 9 July 2027
Baku (Azerbaijan)



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Introduction

Planning large-scale events and festivals is no longer a logistical task only—it is a strategic function that integrates marketing, risk management, finance, public engagement, and innovation. This course in Event and Festival Planning is tailored for professionals in the MENA region who seek to elevate their capabilities in planning, managing, and executing high-impact events. Whether in government entities, telecoms, banks, oil & gas, HR, or marketing, this training supports emerging and senior professionals aiming to refine their executional and leadership edge.
Participants will gain practical tools to manage operations, design creative concepts, assess risks, and ensure audience engagement—essential for driving value through every stage of event development.

Course Objectives

By the end of this course, participants will be able to:

- Understand core principles of event and festival planning.
- Design structured workflows for event execution.
- Manage stakeholder expectations and vendor contracts.
- Apply tools for audience targeting and engagement.
- Develop risk management and contingency planning strategies.
- Align event goals with strategic business outcomes.
- Analyze post-event performance and ROI metrics.
- Implement industry best practices for compliance, safety, and sustainability.

Course Outlines

Day 1: Foundations of Event Planning

- Introduction to Event and Festival Planning.
- Event types and strategic objectives.
- Stakeholder mapping and communication.
- Budgeting fundamentals and cost allocation.
- Regulatory requirements and permits.
- Event timeline planning and scheduling.



Day 2: Creative Concepts and Marketing Strategy

- Event branding and positioning.
- Designing the event experience.
- Audience segmentation and targeting.
- Digital and traditional marketing tools.
- Media partnerships and influencer outreach.
- Creative content development and production.

Day 3: Operational Execution and Risk Control

- Logistics, venue management, and vendor coordination.
- Contract management and procurement workflows.
- Risk identification and mitigation plans.
- Health, safety, and crowd control measures.
- Event tech: registration systems and live engagement.
- On-site roles and emergency response planning.

Day 4: Evaluation and Performance Analysis

- Post-event evaluation and KPIs.
- Audience feedback and sentiment analysis.
- Reporting ROI to stakeholders.
- Lessons learned and knowledge documentation.
- Event sustainability and environmental impact.
- Preparing legacy materials for future use.

Day 5: Strategic Integration and Certification Prep

- Aligning events with organizational strategy.
- Presenting event plans to leadership teams.
- Case study: Regional festival planning success.
- Certification test preparation if applicable.
- Final group simulation and peer evaluation.
- Summary and course close-out.



Why Attend This Course: Wins & Losses!

- Acquire a comprehensive toolkit for event planning and execution.
- Learn how to balance creativity with operational precision.
- Build real-world scenarios through case studies.
- Access templates and checklists used by global planners.
- Strengthen risk mitigation and emergency preparedness.
- Boost ROI through audience and brand alignment.
- Gain practical insights on stakeholder negotiation.
- Prepare for certifications relevant to event professionals.

Conclusion

The Event and Festival Planning course is a strategic investment for professionals who aim to transform the way events deliver value. It equips attendees with technical know-how and strategic perspective, enabling them to align their event goals with organizational priorities.

With a blend of creative design, risk control, and post-event analysis, this course ensures that each participant becomes a driver of success in their respective sectors. Whether you're planning government forums, corporate expos, cultural festivals, or internal staff events, mastering the event lifecycle has never been more critical.

