

## Strategic Event Management

UK Training

# PARTNER



# Strategic Event Management

## Introduction

In today's fast-paced business world, strategic event management plays a pivotal role in building a brand and establishing a reputation in line with corporate objectives. The success of any event lies in getting the right mix of event logistics, content, and design, along with delivering the right message to the right audience. This course is crafted for professionals looking to elevate their event planning skills and integrate effective event management strategy & planning. From large-scale conferences and exhibitions to intimate social gatherings, this course will provide you with the tools and knowledge to deliver seamless, high-impact events that align with your business goals.

## Course Objectives

Upon completing this course, participants will be able to:

- Plan a strategic event management programme that aligns with and supports corporate strategy.
- Select the most appropriate events and understand how to execute each one with precision.
- Schedule, plan, and manage events within allocated budgets and set deadlines.
- Identify and select the best venues and activities for each type of event.
- Confidently manage VIPs, media relations, and guest expectations.
- Troubleshoot potential issues and plan contingencies to ensure smooth execution.
- Master event logistics and apply them to streamline the entire event process.

## Course Outlines

### Day 1: The Role of Events in Corporate Strategy

- Understanding how strategic event management supports corporate goals.
- Analyzing corporate strategies and developing a tailored event management strategy.
- Assessing the event's purpose and audience needs.
- Choosing events that align with company objectives.
- Budgeting for events: time, staff, materials, and money.
- Creating an event management plan.
- Assessing the suitability of event venues for specific needs.

### Day 2: Event Planning - Theory and Practice

- The importance of messaging and storytelling in events.
- Developing and expressing your corporate brand through event design.
- Crafting consistent messaging and tone across events.
- Building long-term partnerships with sponsors and stakeholders.
- Effective event promotion and marketing strategies.

### Day 3: Event Management

- Scheduling events and building a long-term event management plan.

A graphic of a chessboard with several chess pieces (king, queen, rook, knight, and pawns) in gold and silver. The text 'UK Training PARTNER' is overlaid on the board.

UK Training  
**PARTNER**

- Selecting and managing suppliers, including entertainment, speakers, and hosts.
- Building a brand through event logistics such as equipment, staging, and collateral.
- Managing exhibitions and displays efficiently.
- Contracting for flawless event execution.

#### Day 4: Invitations, VIPs, and Hospitality

- Developing a list of VIPs and key stakeholders for social engagement.
- Briefing your team and speakers for a smooth event experience.
- Managing VIP schedules and social team coordination.
- Perfecting hosting skills: greeting, hosting, and follow-ups.
- Creating mementos and publicity materials.
- Planning for contingencies and assessing risk in event logistics.

#### Day 5: Bringing It All Together

- Managing media relations, press releases, and event communications.
- Conducting interviews to reinforce key messages.
- Photography, videography, and documenting the event for future reference.
- Enhancing event coverage through social media and remote additions.
- Evaluating event success and applying learnings to future events.

#### Why Attend this Course: Wins & Losses!

- Gain a comprehensive understanding of event management strategy & planning that aligns with your business goals.
- Learn how to handle event logistics from planning to execution, ensuring smooth operations throughout.
- Master the art of managing VIPs and media to build your corporate influence.
- Develop a strong ability to troubleshoot and manage events within budget and time constraints.
- Understand the key elements of corporate event management and how to choose the right events to match your brand.
- Improve your event promotion and marketing to ensure visibility and engagement.

#### Conclusion

Event management is a critical part of any business strategy. With this course, you will be equipped with the knowledge and skills to elevate your corporate event management capabilities. By mastering event logistics and planning, you can ensure that every event not only meets but exceeds expectations. Whether it's a conference, exhibition, or a social gathering, your events will enhance brand visibility, build stronger relationships, and effectively communicate your business objectives. Take the next step in your event management journey and learn how to deliver successful events that make a lasting impact.

A graphic of a chessboard with several chess pieces. A large gold king piece is in the foreground, with a silver pawn and a silver knight behind it. The board is white and black squares, with concentric circles in the background.

UK Training  
**PARTNER**



## Blackbird Training Cities

### Europe



Malaga (Spain)



Sarajevo (Bosnia and Herzegovina)



Oporto (Portugal)



Glasgow (Scotland)



Edinburgh (UK)



Oslo (Norway)



Annecy (France)



Bordeaux (France)



Copenhagen (Denmark)



Birmingham (UK)



Lyon (France)



Moscow (Russia)



Stockholm (Sweden)



Podgorica (Montenegro)



Batumi (Georgia)



Salzburg (Austria)



Florence (Italy)



London (UK)



Istanbul (Turkey)



Amsterdam



Düsseldorf (Germany)



Paris (France)



Athens (Greece)



Barcelona (Spain)



Munich (Germany)



Geneva (Switzerland)



Prague (Czech)



Vienna (Austria)



Rome (Italy)



Brussels (Belgium)



Madrid (Spain)



Berlin (Germany)



Lisbon (Portugal)



Zurich (Switzerland)



Manchester (UK)



Milan (Italy)



## Blackbird Training Cities

### USA & Canada



Los Angeles (USA)



Orlando, Florida (USA)



Online



Phoenix, Arizona (USA)



Houston, Texas (USA)



Boston, MA (USA)



Washington (USA)



Miami, Florida (USA)



New York City (USA)



Seattle, Washington (USA)



Washington DC (USA)



In House



Jersey, New Jersey (USA)



Toronto (Canada)

### ASIA



Baku (Azerbaijan)  
(Thailand)



Maldives (Maldives)



Doha (Qatar)



Manila (Philippines)



Bali (Indonesia)



Bangkok



Beijing (China)



Singapore (Singapore)



Sydney



Tokyo (Japan)



Jeddah (KSA)



Riyadh (KSA)



Melbourne (Australia)  
(Kuwait)



Phuket (Thailand)



Shanghai (China)



Dubai (UAE)



Kuala Lumpur (Malaysia)



Kuwait City



Seoul (South Korea)



Pulau Ujong (Singapore)



Irbid (Jordan)



Jakarta (Indonesia)



Amman (Jordan)



Beirut

UK Training  
**PARTNER**



## Blackbird Training Cities

### AFRICA



Kigali (Rwanda)



Cape Town ( South Africa)



Accra (Ghana)



Lagos (Nigeria)



Marrakesh (Morocco)



Nairobi (Kenya)



Zanzibar (Tanzania)



Tangier (Morocco)



Cairo (Egypt)



Sharm El-Sheikh (Egypt)



Casablanca (Morocco)



Tunis (Tunisia)



## Blackbird Training Categories

### Management & Admin

Entertainment & Leisure  
Professional Skills  
Finance, Accounting, Budgeting  
Media & Public Relations  
Project Management  
Human Resources  
Audit & Quality Assurance  
Marketing, Sales, Customer Service  
Secretary & Admin  
Supply Chain & Logistics  
Management & Leadership  
Agile and Elevation

### Technical Courses

Artificial Intelligence (AI)  
Hospital Management  
Public Sector  
Special Workshops  
Oil & Gas Engineering  
Telecom Engineering  
IT & IT Engineering  
Health & Safety  
Law and Contract Management  
Customs & Safety  
Aviation  
C-Suite Training



 International House 185 Tower Bridge  
Road London SE1 2UF United Kingdom

 +44 7401 1773 35  
+44 7480 775526

 Sales@blackbird-training.com

 www.blackbird-training.com

UK Training  
**PARTNER**

