BLACKBIRD FOR TRAINING

Strategic Event Management

Düsseldorf (Germany)

6 - 10 October 2025

Strategic Event Management

Code: PR28 From: 6 - 10 October 2025 City: Düsseldorf (Germany) Fees: 4200 Pound

Introduction

This Strategic Event Management training will take your events programme to the next level building your brand and reputation in line with corporate objectives. Getting the right mix of events with the right design values and consistent messaging to the right audiences is key. But what are the right decisions?Being correctly positioned at key conferences and exhibitions is important for brand visibility and positioning. Courting the right guests at your social events builds influence plus, every event needs to be well planned and organised. Lack of attention to a critical detail could result in your event being talked about for all the wrong reasons with damage to your brand and reputation.

Course Objectives

- Plan a programme of events to support and deliver the corporate strategy.
- Select from a range of events and know how to deliver each type.
- Schedule and plan each event within budget and deadlines.
- Identify the most appropriate venues and activities for your events.
- Manage VIPs and the media with confidence.
- Troubleshoot plans to solve potential problems before they emerge.

Course Outlines

Day 1

The Role of Events in your Corporate Strategy

- Analysing your Corporate Strategy and Plans to develop an Event Strategy.
- Assessing your Needs.
- The Importance of Clarity of Purpose and Audience Needs Analysis.
- Choosing the Right Events to Fit the Objectives.
- Budget - Staff, Time, Materials Money.
- Creating an Event Management Plan.
- Venue Choice and Suitability Assessment.

Day 2

Event Planning: The Theory and Practice

- The Importance of Messaging.
- Developing your Corporate Story.
- Brand and its Expression in your Event Concept.

Head Office: +44 7480 775 526
Email: Sales@blackbird-training.com
Website: www.blackbird-training.com

- Consistent Messaging and Tone across Events.
- Sponsorship and Long-term Partnership / Alliances.
- Event Promotion and Marketing.

Day 3

Event Management

- Scheduling - The Long-term Plan.
- Building up your Palette of Equipment, Staging, and Brand Collateral.
- Contracting and Managing a Suppliers List to Deliver your Plan.
- Flawless and Consistent Contracting that omits No detail.
- Managing Suppliers on Site.
- Entertainers, Speakers, and Hosts - Selection, Briefing, and Support.
- Exhibitions and Displays.

Day 4

Invitations, VIPs, and Hospitality

- Developing your Social Engagement List of VIP Stakeholders.
- Briefing your Team and Senior Managers, Speakers, and Honorees.
- Working with VIPs, their Diaries, and Social Teams.
- Hosting, Greeting, Farewell, and Follow-up.
- Creating Mementoes and Publicity Collateral.
- Planning for every Contingency.
- Staying Safe - Risk Assessment and Events.

Day 5

Bringing it All Together

- Managing the Media across your Programme - Press Releases, Packs, and Gifts.
- Conducting Interviews and Briefing Interviewees to Build Messages.
- Photography and Videography as a Cumulative Record.
- Social Media and Remote Event Additions to Enhance Coverage.
- Evaluating Each Event's Success.

Head Office: +44 7480 775 526
Email: Sales@blackbird-training.com
Website: www.blackbird-training.com

Blackbird Training Cities

Europe

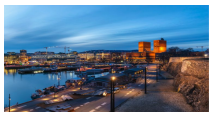
Malaga (Spain)

Sarajevo (Bosnia and Herzegovina)

Cascais (Portugal)

Glasgow (Scotland)

Edinburgh (UK)

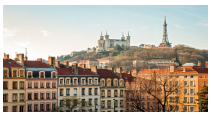

Oslo (Norway)

Annecy (France)

Bordeax (France)

Copenhagen (Denmark)

Birmingham (UK)


Lyon (France)

Moscow (Russia)

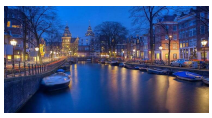
Stockholm (Sweden)

Podgorica (Montenegro)

Batumi (Georgia)

London (UK)

Istanbul (Turkey)


Amsterdam (Netherlands)

Düsseldorf (Germany)

Paris (France)

Barcelona (Spain)

Munich (Germany)

Geneva (Switzerland)

Prague (Czech)

Vienna (Austria)

Rome (Italy)

Brussels (Belgium)

Madrid (Spain)

Berlin (Germany)

Lisbon (Portugal)

Zurich (Switzerland)

Manchester (UK)

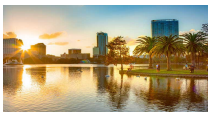
Milan (Italy)

Head Office: +44 7480 775 526
Email: Sales@blackbird-training.com
Website: www.blackbird-training.com

Blackbird Training Cities

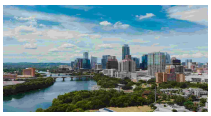
USA & Canada

Los Angeles (USA)


Orlando, Florida (USA)

Online

Phoenix, Arizona (USA)


Houston, Texas (USA)

Boston, MA (USA)

Washington (USA)

Miami, Florida (USA)

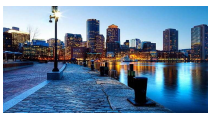
New York City (USA)

Seattle, Washington (USA)

Washington DC (USA)

In House

Jersey,New Jersey (USA)


Toronto (Canada)

Africa

Baku (Azerbaijan)
(Thailand)

Maldives (Maldives)

Doha (Qatar)

Manila (Philippines)

Bali (Indonesia)

Bangkok

Beijing (China)

Singapore (Singapore)

Sydney (Australia)

Tokyo (Japan)

Jeddah(KSA)

Riyadh(KSA)

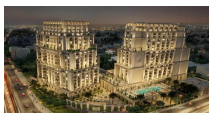
Dubai (UAE)

Kuala Lumpur (Malaysia)

Kuwait City (Kuwait)

Pulau Ujong (Singapore)

Jakarta (Indonesia)


Amman (Jordan)

Beirut (Lebanon)

Head Office: +44 7480 775 526
Email: Sales@blackbird-training.com
Website: www.blackbird-training.com

Blackbird Training Cities

Asia

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)

Head Office: +44 7480 775 526
Email: Sales@blackbird-training.com
Website: www.blackbird-training.com

Blackbird Training Clients

MANNAI Trading Company WLL, **Qatar**

Alumina Corporation **Guinea**

Booking.com **Netherlands**

Oxfam GB International Organization, **Yemen**

Capital Markets Authority, **Kuwait**

Waltersmith Petroman Oil Limited **Nigeria**

Qatar National Bank (QNB), **Qatar**

Qatar Foundation, **Qatar**

AFRICAN UNION ADVISORY BOARD ON CORRUPTION, **Tanzania**

KFAS **Kuwait**

Reserve Bank of Malawi, **Malawi**

Central Bank of Nigeria **Nigeria**

Ministry of Interior, **KSA**

Mabruk Oil Company **Libya**

Saudi Electricity Company, **KSA**

BADAN PENGELOLA KEUANGAN Haji, **Indonesia**

NATO **Italy**

ENI CORPORATE UNIVERSITY, **Italy**

Gulf Bank **Kuwait**

General Organization for Social Insurance **KSA**

Defence Space Administraion **Nigeria**

National Industries Group (Holding), **Kuwait**

Hamad Medical Corporation, **Qatar**

USAID **Pakistan**

STC Solutions, **KSA**

North Oil company,

EKO Electricity

Oman Broadband

UN.

Authority for

UK Traininig
PARTNER

Head Office: +44 7480 775 526
Email: Sales@blackbird-training.com
Website: www.blackbird-training.com

Blackbird Training Categories

Management & Admin

- 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

- 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