

Event Management

Los Angeles (USA)

14 - 31 July 2025

UK Training

PARTNER



Event Management

Code: LM28 From: 14 - 31 July 2025 City: Los Angeles (USA) Fees: 30000 Pound

Introduction

Event management is a multifaceted field that requires careful planning, coordination, and execution to ensure successful events. This 16-day course aims to provide participants with a comprehensive understanding of event management, from conceptualization to post-event evaluation. Participants will learn the principles, strategies, and practical skills required to plan and execute a wide range of events, from corporate conferences to social gatherings.

Objectives

- Introduce participants to the fundamentals of event management.
- Equip participants with the skills to plan and execute events of various types and sizes.
- Teach participants event marketing and promotion strategies.
- Foster an understanding of budgeting, logistics, and risk management in event planning.
- Enable participants to create detailed event plans and manage event teams effectively.
- Provide opportunities for hands-on event planning and coordination.

Course Outline

Week 1

Day 1: Introduction to Event Management

- The significance of events in various sectors.
- Types of events and their purposes.
- The role of an event manager.

Day 2: Event Planning Process

- The event planning lifecycle.
- Defining event objectives and goals.
- Creating a preliminary event concept.

Day 3: Event Concept Development

- Developing a unique event concept.

A graphic of a chessboard with several chess pieces (a king, a queen, a rook, and a pawn) on it. The board is white and black, and the pieces are gold and silver. The text 'UK Training PARTNER' is overlaid on the board.

UK Training
PARTNER

- Theme development and branding.
- Event design and decor considerations.

Day 4: Budgeting and Financial Management

- Event budgeting and cost estimation.
- Revenue sources and sponsorship.
- Financial tracking and reporting.

Day 5: Venue Selection and Logistics

- Criteria for selecting event venues.
- Negotiating contracts with venues and suppliers.
- Logistics planning and risk management.

Week 2

Day 6: Event Marketing and Promotion

- Event marketing strategies and channels.
- Creating compelling event invitations and promotional materials.
- Leveraging social media and online marketing.

Day 7: Registration and Ticketing

- Setting up event registration systems.
- Ticket pricing strategies.
- Managing attendee data and communications.

Day 8: Event Technology and Equipment

- Event technology trends.
- AV equipment, lighting, and sound systems.
- Technical support and troubleshooting.

Day 9: Event Catering and Food Services

- Menu planning and dietary considerations.
- Catering contracts and negotiations.
- Food safety and quality assurance.

Day 10: Event Team Management

- Building and managing event teams.

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

UK Training
PARTNER

- Roles and responsibilities of event staff.
 - Effective communication and coordination.
-

Week 3

Day 11: Event Program and Agenda

- Creating event programs and schedules.
- Managing speakers, presenters, and entertainment.
- Ensuring a seamless flow of activities.

Day 12: Event Security and Emergency Preparedness

- Security planning and risk assessment.
- Emergency response plans and procedures.
- Ensuring attendee safety.

Day 13: On-Site Event Coordination

- Pre-event setup and testing.
- Managing event logistics on the day of the event.
- Troubleshooting and problem-solving.

Day 14: Post-Event Evaluation

- Conducting post-event surveys and feedback analysis.
- Evaluating event success against objectives.
- Reporting and documentation.

Day 15: Specialized Events e.g., Weddings, Corporate Conferences and Final Projects

- Understanding the unique aspects of specialized events.
- Tailoring event planning and management strategies.
- Participants work on final event planning projects.
- Presenting and discussing final projects.
- Course review, Q&A, and certification.

Blackbird Training Cities

Europe



Copenhagen (Denmark)



Malaga (Spain)



Sarajevo (Bosnia and Herzegovina)



Glasgow (Scotland)



Edinburgh (UK)



Oslo (Norway)



Annecy (France)
(Montenegro)



Bordeaux (France)



Birmingham (UK)



Lyon (France)



Stockholm (Sweden)



Podgorica



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)



Manchester (UK)



Milan (Italy)

USA & Canada



Los Angeles (USA)



Florida (USA)



Online



Boston (USA)



Washington (USA)



Miami (USA)



New York (USA)



Toronto (Canada)



Blackbird Training Cities

Asia



Baku (Azerbaijan)



Maldives (Maldives)



Manila (Philippines)



Bali (Indonesia)



Bangkok (Thailand)



Beijing (China)



Moscow (Russia)
(Malaysia)



Singapore (Singapore)



Sydney (Australia)



Tokyo (Japan)



Dubai (UAE)



Kuala Lumpur



Jakarta (Indonesia)

Africa



Kigali (Rwanda)



Cape Town (South Africa)



Accra (Ghana)



Lagos (Nigeria)



Marrakesh (Morocco)



Nairobi (Kenya)



Zanzibar (Tanzania)



Cairo (Egypt)



Sharm El-Sheikh (Egypt)



Casablanca (Morocco)



Tunis (Tunisia)



Blackbird Training Clients



UK Training
PARTNER

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 Refinement

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



UK Training
PARTNER

The image features a graphic of a chessboard with several chess pieces (a king, a pawn, and a knight) on it. The text 'UK Training PARTNER' is overlaid on the board, with 'PARTNER' in a larger, bold font.