

## Event Management

*Los Angeles (USA)*

*14 April - 1 May 2025*

UK Training

# PARTNER



## Event Management

Code: LM28 From: 14 April - 1 May 2025 City: Los Angeles (USA) Fees: 14200 Pound

### Introduction

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

### Course Objectives

- Introduce participants to the fundamentals of event management and explain what event management entails and how to successfully organize an event.
- Equip participants with the skills to create an effective event management plan and navigate through different event management stages.
- Teach event marketing strategies and how to promote events to attract attendees.
- Foster an understanding of budgeting, logistics, and risk management in event planning.
- Enable participants to develop detailed event plans and manage event teams effectively.
- Provide hands-on opportunities for event planning and coordination.

### Course Outlines

#### Day 1: Introduction to Event Management

- The importance of events in various sectors.
- Event management definition, types of events, and their purposes.
- The responsibilities of an event manager.

#### Day 2: Event Planning Process

- The stages in the event management process.
- Defining the event's objectives and goals.
- Developing a preliminary concept for the event.

#### Day 3: Event Concept Development

- Creating a unique event concept.
- Developing the theme and branding.
- Event design and décor considerations.

A graphic of a chessboard with several chess pieces (a king, a queen, a rook, and a knight) positioned 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**

## Day 4: Budgeting and Financial Management

- How to create an event budget and estimate costs.
- Revenue sources and sponsorship.
- Managing financial risks and financial tracking.

## Day 5: Venue Selection and Logistics

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

## Day 6: Event Marketing and Promotion

- Strategies for event marketing and using various promotion channels.
- Crafting engaging event invitations and promotional materials.
- Leveraging social media and online marketing for events.

## Day 7: Registration and Ticketing

- Setting up efficient event registration systems.
- Ticket pricing strategies and managing attendee communications.

## Day 8: Event Technology and Equipment

- Emerging trends in event management technology.
- Managing AV equipment, lighting, and sound systems.
- Providing technical support and troubleshooting.

## Day 9: Event Catering and Food Services

- Menu planning and addressing dietary requirements.
- Catering contracts and negotiations.
- Ensuring food safety and quality control.

## Day 10: Event Team Management

- Building and leading effective event teams.
- Roles and responsibilities of event staff.
- Effective communication in event management.

## Day 11: Event Program and Agenda

- Creating an event program and scheduling.
- Managing speakers, presenters, and entertainment.
- Ensuring a seamless flow of activities.

## Day 12: Event Security and Emergency Preparedness

UK Training

**PARTNER**



- Planning for event security and assessing risks.
- Developing emergency response plans.
- Ensuring the safety of attendees.

### Day 13: On-Site Event Coordination

- Pre-event setup and testing.
- Managing logistics on the day of the event.
- Problem-solving and troubleshooting.

### Day 14: Post-Event Evaluation

- Conducting post-event surveys and feedback analysis.
- Evaluating the event's success against its objectives.
- Reporting and documentation.

### Day 15: Specialized Events e.g., Weddings, Corporate Conferences

- Understanding the unique aspects of specialized event management.
- Tailoring event planning strategies accordingly.
- Participants will work on final event planning projects.

This course equips participants with the knowledge and practical skills to develop and execute a successful event management plan using best practices and modern event management strategies. The program also emphasizes the use of event management technology and effective communication to enhance event outcomes.



## 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)  
(Netherlands)



Podgorica (Montenegro)



Batumi (Georgia)



London (UK)



Istanbul (Turkey)



Amsterdam



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)



## 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)

UK Training  
**PARTNER**



## 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)



## 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 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



**BLACKBIRD**  
FOR TRAINING

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

 +44 7401 1773 35  
+44 7480 775526

 [Sales@blackbird-training.com](mailto:Sales@blackbird-training.com)

 [www.blackbird-training.com](http://www.blackbird-training.com)

UK Training  
**PARTNER**

