

Event & Conference Management

Dubai (UAE)

24 - 28 November 2024

UK Training

PARTNER



Event & Conference Management

Code: LM28 From: 24 - 28 November 2024 City: Dubai (UAE) Fees: 3900 Pound

Introduction

This comprehensive 5-day training course is designed to equip participants with the essential skills and knowledge required to effectively plan, organize, and manage events and conferences. From understanding the fundamentals to mastering advanced techniques, this course covers a wide range of topics crucial for successful event management.

Objectives

- To provide a thorough understanding of the event and conference management process.
- To develop the ability to plan and execute successful events.
- To enhance skills in marketing and promoting events.
- To teach effective budgeting and financial management for events.
- To impart knowledge on risk management and problem-solving during events.

Course Outline

Day 1

Introduction to Event & Conference Management

- Understanding Event Management: Definition and Scope
- Types of Events and Conferences
- Key Roles and Responsibilities of an Event Manager
- Event Planning Process: From Concept to Completion
- Developing an Event Concept: Vision, Goals, and Objectives

Day 2

Event Planning and Coordination

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- Venue Selection and Management
- Creating Event Timelines and Schedules
- Supplier and Vendor Management
- Event Logistics: Transportation, Accommodation, and Catering
- Technology in Event Management: Tools and Software

Day 3

Marketing and Promoting Events

- Developing a Marketing Plan for Events
- Digital Marketing Strategies for Events
- Social Media Promotion and Engagement
- Designing Effective Event Communication Materials
- Sponsorship Acquisition and Management

Day 4

Financial and Risk Management

- Budgeting and Financial Planning for Events
- Cost Control and Financial Oversight
- Fundraising and Revenue Generation
- Risk Management and Contingency Planning
- Legal and Ethical Considerations in Event Management

Day 5

Event Execution and Evaluation

- On-site Event Management and Coordination
- Managing Event Staff and Volunteers
- Handling Emergencies and Unexpected Situations
- Post-Event Evaluation and Feedback
- Measuring Event Success: Metrics and Reporting

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