

## Event & Conference Management

*Online*

*6 - 10 October 2024*

UK Training

**PARTNER**



## Event & Conference Management

Code: LM28 From: 6 - 10 October 2024 City: Online Fees: 1600 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

## Blackbird Training Cities

### Europe



Copenhagen (Denmark)



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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)



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Online



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Beijing (China)



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Singapore (Singapore )



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Dubai (UAE)



Kuala Lumpur



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### Africa



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Accra (Ghana)



Lagos (Nigeria)



Marrakesh (Morocco)



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Zanzibar (Tanzania)



Cairo (Egypt)



Sharm El-Sheikh (Egypt)



Casablanca (Morocco)



Tunis (Tunisia)



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## Blackbird Training Categories

### Management & Admin

- Professional Skills
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- 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



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