BLACKBIRD FOR TRAINING

Event & Conference Management

Geneva (Switzerland)

23 - 27 December 2024

www.blackbird-training.com

Event & Conference Management

Code: LM28 From: 23 - 27 December 2024 City: Geneva (Switzerland) Fees: 4700 Pound

Introduction

Welcome to the comprehensive 5-day Event and Conference Management training course! This course is designed to equip participants with the essential skills and knowledge needed to effectively plan, organize, and manage events and conferences. From mastering the basics to advanced techniques, this course covers a wide range of crucial topics that are key to successful event management.

Whether you're currently working in event management or looking to develop your skills in this field, this course will provide you with the tools to handle every aspect of conference management, from conceptualization to execution.

Course Objectives

- Gain a thorough understanding of the event and conference management process.
- Develop the ability to plan and execute successful events.
- Enhance your skills in marketing and promoting events.
- Learn effective budgeting and financial management for events.
- Understand risk management and problem-solving during events.

Course Outlines

Day 1: Introduction to Event & Conference Management

- Understanding Event Management: Definition and Scope
- Types of Events and Conferences: From corporate conferences to social events.
- 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

- Venue Selection and Management for events and conferences.
- Creating Event Timelines and Schedules.
- Supplier and Vendor Management.
- Event Logistics: Transportation, Accommodation, and Catering.
- Using Technology in Event Management: Tools and Software for better planning.

Day 3: Marketing and Promoting Events

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- Developing a Marketing Plan for Events.
- Digital Marketing Strategies for Event Promotion.
- Social Media Promotion and Engagement for event visibility.
- 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 for events.
- Risk Management and Contingency Planning during events.
- 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 during events.
- Post-Event Evaluation and Feedback.
- Measuring Event Success: Metrics and Reporting.

Conclusion

This course is designed to provide you with the essential skills for professional conference management and effective event management. Whether you're tasked with organizing a corporate conference or a large public event, you will learn best practices in event planning, budgeting, marketing, and logistics. In addition, we will cover important topics like event management technology, sustainable event management, and strategies for managing risks and ensuring legal compliance.

Throughout the course, you will gain valuable insights into event management skills and practical knowledge that will help you execute a successful event from start to finish.

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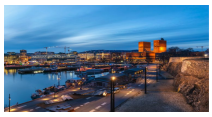
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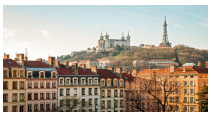
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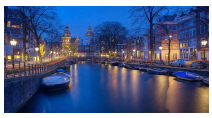
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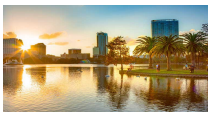
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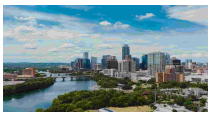
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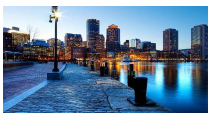
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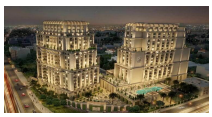
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