

## Event & Conference Management

*Rome (Italy)*

*15 - 19 June 2026*

UK Training

# PARTNER



## Event & Conference Management

Code: LM28 From: 15 - 19 June 2026 City: Rome (Italy) Fees: 4200 Pound

### Introduction

Welcome to the 5-day Event and Conference Management Training Course, a comprehensive program designed to provide you with the essential skills and expertise needed to excel in event management and conference management services. Whether you are a seasoned professional or new to the field, this course will equip you with the tools to plan, organize, and manage successful events of all types and scales.

By mastering the event management process, you will gain the confidence and knowledge to execute events seamlessly, ensuring their success and exceeding stakeholder expectations. Throughout the course, we will explore cutting-edge event management solutions, innovative strategies, and best practices in the field, preparing you to take on complex projects with ease.

### Course Objectives

- Master Event and Conference Management: Develop a strong understanding of event management meaning, concepts, and processes.
- Enhance Event Management Skills: Learn the event management responsibilities and acquire essential skills for managing events efficiently.
- Plan and Execute Events: Gain expertise in creating and implementing a comprehensive event management plan and timeline.
- Leverage Event Technology: Explore the latest event management technology to optimize planning, coordination, and execution.
- Focus on Marketing and Promotion: Learn to develop and implement a marketing strategy for events, including digital marketing and sponsorship acquisition.
- Ensure Financial and Risk Management: Understand budgeting, cost control, and risk mitigation to ensure event success.
- Promote Sustainability: Discover techniques for sustainable event management, minimizing environmental impact.
- Evaluate Event Success: Develop metrics to measure event outcomes and gather valuable feedback for improvement.

### Course Outlines

#### Day 1: Introduction to Event and Conference Management

- What is Event Management?: Understanding its scope and significance.
- Types of Event Management: Corporate events, social gatherings, and large-scale conferences.
- Roles and Responsibilities of Event Managers: Core duties and event management tips for success.

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

UK Training  
**PARTNER**

- Event Management Process: From conceptualization to execution.
- Creating Event Goals and Objectives: Aligning the event's purpose with stakeholders' expectations.

## Day 2: Event Planning and Coordination

- Venue Selection and Management: Factors to consider for seamless logistics.
- Event Timelines and Scheduling: Creating a detailed event management project plan.
- Supplier and Vendor Coordination: Building strong relationships for efficient service delivery.
- Transportation and Accommodation Management: Ensuring smooth attendee experiences.
- Event Management Technology: Exploring software tools to enhance coordination and efficiency.

## Day 3: Marketing and Promoting Events

- Developing a Marketing Strategy: Key elements of promoting your event effectively.
- Digital Marketing for Events: Utilizing social media and online platforms for engagement.
- Sponsorship Acquisition: Building partnerships and securing event funding.
- Designing Event Communication Materials: Crafting compelling promotional content.
- Case Studies in Event Promotion: Examples of successful event management proposals and campaigns.

## Day 4: Financial and Risk Management

- Budgeting for Events: Creating and managing budgets to ensure financial stability.
- Cost Control Techniques: Reducing expenses while maintaining quality.
- Revenue Generation: Exploring fundraising and sponsorship strategies.
- Risk Management in Events: Identifying potential risks and developing contingency plans.
- Legal and Ethical Considerations: Ensuring compliance with regulations and ethical standards.

## Day 5: Event Execution and Evaluation

- On-Site Event Management: Coordinating activities on the day of the event.
- Staff and Volunteer Management: Effective leadership to ensure smooth operations.
- Handling Emergencies: Managing unexpected challenges and finding quick solutions.
- Post-Event Evaluation: Gathering feedback and analyzing success metrics.
- Sustainable Event Management: Implementing eco-friendly practices to minimize environmental impact.

## Why Attend this Course? Wins & Losses!

- Practical Expertise: Master event management skills that can be applied to a wide range of events.
- Confidence in Planning: Learn to create and execute detailed event plans with precision.
- Professional Growth: Advance your career with knowledge in professional conference management and event management training.
- Competitive Edge: Stay ahead with insights into the latest event management solutions and technologies.

## Conclusion

This event and conference management course is the ultimate program for those aspiring to excel in the field. By

UK Training  
**PARTNER**





mastering the event management process, you will develop the skills needed to manage events of any scale, from corporate conferences to large social gatherings.

You'll leave this course equipped with the knowledge to leverage event management technology, implement effective marketing strategies, and ensure flawless execution. Whether you're managing executive conference management projects or building expertise in sustainable event management, this course will set you on the path to success.

Join Us and Take the next step in your career by enrolling in this event management training program and becoming an expert in organizing and executing impactful events!

A graphic of a chessboard with several chess pieces. A large gold king piece is prominent in the foreground, with a silver pawn and a gold pawn nearby. The board is checkered, and there are concentric circles in the background.

UK Training  
**PARTNER**

Head Office: +44 7480 775 526  
Email: [Sales@blackbird-training.com](mailto:Sales@blackbird-training.com)  
Website: [www.blackbird-training.com](http://www.blackbird-training.com)



## 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)



Podgorica (Montenegro)



Batumi (Georgia)



Salzburg (Austria)



London (UK)



Istanbul (Turkey)



Amsterdam



Düsseldorf (Germany)



Paris (France)



Athens (Greece)



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)

### ASIA



Baku (Azerbaijan)  
(Thailand)



Maldives (Maldives)



Doha (Qatar)



Manila (Philippines)



Bali (Indonesia)



Bangkok



Beijing (China)



Singapore (Singapore)



Sydney



Tokyo (Japan)



Jeddah (KSA)



Riyadh (KSA)



Melbourne (Australia)  
(Kuwait)



Phuket (Thailand)



Shanghai (China)



Dubai (UAE)



Kuala Lumpur (Malaysia)



Kuwait City



Seoul (South Korea)



Pulau Ujong (Singapore)



Irbid (Jordan)



Jakarta (Indonesia)



Amman (Jordan)



Beirut

UK Training  
**PARTNER**



## Blackbird Training Cities

### AFRICA



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



MANNAI Trading  
Company WLL,  
Qatar



Alumina Corporation  
Guinea



Booking.com  
Netherlands



Oxfam GB International  
Organization,  
Yemen



Capital Markets  
Authority,  
Kuwait



Waltersmith Petroman Oil Limited  
Nigeria



Qatar National Bank  
(QNB),  
Qatar



Qatar Foundation,  
Qatar



AFRICAN UNION ADVISORY  
BOARD ON CORRUPTION,  
Tanzania



KFAS  
Kuwait



Reserve Bank of  
Malawi,  
Malawi



Central Bank of Nigeria  
Nigeria



Ministry of Interior  
Kingdom of Saudi Arabia  
KSA



Mabruk Oil Company  
Libya



Saudi Electricity  
Company,  
KSA



BADAN PENGELOLA  
KEUANGAN Haji,  
Indonesia



NATO  
Italy



ENI CORPORATE  
UNIVERSITY,  
Italy



Gulf Bank  
Kuwait



General Organization for  
Social Insurance  
KSA



Defence Space Administration  
Nigeria



National Industries  
Group (Holding),  
Kuwait



Hamad Medical  
Corporation,  
Qatar



USAID  
Pakistan



STC Solutions,  
KSA



North Oil company,



EKO Electricity



Oman Broadband



UNITED NATIONS  
UN.



Authority for

UK Training  
**PARTNER**



## Blackbird Training Categories

### Management & Admin

Entertainment & Leisure  
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

Artificial Intelligence (AI)  
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**

