

Event & Conference Management

Malaga (Spain)

16 - 20 February 2026

UK Traininig

PARTNER



Event & Conference Management

Code: LM28 From: 16 - 20 February 2026 City: Malaga (Spain) Fees: 4400 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, including a king, queen, and pawns, arranged on the board. The pieces are gold and silver.

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 king, a queen, a rook, and a knight) in gold and silver. The board is checkered and has a subtle grid pattern. The text 'UK Training' is in a small, sans-serif font, and 'PARTNER' is in a large, bold, sans-serif font.

UK Training
PARTNER

Head Office: +44 7480 775 526
Email: Sales@blackbird-training.com
Website: 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)



Florence (Italy)



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 CORPORATION MANNAI Trading Company WLL, Qatar	 GAC UNE FILIALE D' EGA Alumina Corporation Guinea	 Booking.com Booking.com Netherlands	 OXFAM Oxfam GB International Organization, Yemen	 Capital Markets Authority Kuwait
 Waltersmith Waltersmith Petroman Oil Limited Nigeria	 QNB Qatar National Bank (QNB), Qatar	 Qatar Foundation Qatar	 AFRICAN UNION ADVISORY BOARD ON CORRUPTION Tanzania	 KFAS 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
 BPKH Badan Pengelola Keuangan Haji BADAN PENGELOLA KEUANGAN Haji, Indonesia	 NATO Italy Italy	 ENI ENI CORPORATE UNIVERSITY, Italy	 GULF BANK 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 STC Solutions, KSA
 North Oil Company North Oil company,	 EKO Electricity EKO Electricity	 OMAN BROADBAND Oman Broadband	 UNITED NATIONS UN.	 Authority for Electricity Regulation, Oman 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

