

Advanced Event & Conference Management

Amsterdam

25 August - 5 September 2025

UK Training

PARTNER



Advanced Event & Conference Management

Code: LM28 From: 25 August - 5 September 2025 City: Amsterdam Fees: 7100 Pound

Introduction

Conference and event management is a dynamic field that demands advanced planning and execution skills to ensure the highest level of professionalism and success. This 10-day immersive course is designed to equip participants with strategic expertise, innovative technologies, and best practices in event management.

Through real-world case studies, interactive workshops, and practical exercises, participants will gain the knowledge and skills necessary to manage high-profile events and international conferences with a focus on innovation, sustainability, and risk management.

Course Objectives

By the end of this course, participants will:

- Enhance strategic event and conference management skills.
- Master stakeholder engagement, branding, and advanced financial planning.
- Utilize cutting-edge technologies such as AI and AR/VR in event management.
- Develop effective crisis management strategies and contingency planning.
- Build leadership capabilities for managing diverse teams in high-pressure environments.

Course Outlines

Day 1: Developing Advanced Event Strategies

- Establishing a strategic vision and clear event objectives.
- Audience analysis and tailored engagement strategies.
- Aligning events with organizational goals and brand identity.

Day 2: Mastering Venue and Logistics Management

- Negotiating venue contracts and managing supplier relationships.

A graphic of a chessboard with several pawns. In the foreground, a large gold king piece stands prominently. Behind it, several silver and gold pawns are positioned on different squares. The background features a series of concentric white circles on a dark surface.

UK Training
PARTNER

- Optimizing logistics for seamless event execution.
- Latest innovations in transportation, catering, and guest services.

Day 3: Strategic Marketing and Sponsorship Acquisition

- Developing integrated marketing campaigns for maximum impact.
- Securing strategic partnerships and high-value sponsorships.
- Leveraging social media analytics to enhance event visibility.

Day 4: Advanced Budgeting and Financial Management

- Implementing advanced budgeting techniques and cost control.
- Exploring funding models and revenue generation strategies.
- Conducting ROI analysis and financial reporting for stakeholders.

Day 5: Event Technology and Data-Driven Planning

- Utilizing AI, AR/VR, and immersive technologies for event design.
- Leveraging data analytics to predict trends and enhance attendee experience.
- Ensuring cybersecurity for virtual and hybrid events.

Day 6: Risk Management and Legal Considerations

- Crisis management and business continuity planning.
- Navigating legal frameworks and ethical challenges in event management.
- Addressing regulatory and compliance requirements.

Day 7: Sustainable and Green Event Practices

- Implementing sustainable event management standards.
- Developing strategies to minimize the environmental impact of events.
- Measuring and reporting sustainability metrics.

A graphic of a chessboard with several chess pieces. A large gold king piece is in the foreground, with a silver pawn and a silver knight behind it. In the background, there are concentric circles and the text 'UK Training PARTNER'.

Day 8: Leadership in Event Management

- Building and leading high-performing event teams.
- Mastering cross-cultural communication and managing diversity.
- Conflict resolution and crisis leadership in high-pressure environments.

Day 9: Practical Workshops and Case Studies

- Simulating real-world event management scenarios.
- Tackling complex event challenges through interactive case studies.
- Peer reviews and collaborative problem-solving exercises.

Day 10: Execution, Feedback, and Certification

- Executing an event with advanced coordination skills.
- Post-event analysis and feedback for continuous improvement.
- Preparation for professional certification in event and conference management.

Why Attend this Course: Wins & Losses!

- Develop advanced skills in international conference and event management.
- Master the latest tools and innovations in event technology.
- Improve sponsorship acquisition and marketing impact.
- Learn how to handle crises and develop effective contingency plans.
- Earn a globally recognized certification in professional event management.

Conclusion

With the increasing complexity of global events and conferences, mastering professional event management skills is essential for delivering high-impact events that achieve strategic goals and leave a lasting impression. This course provides a comprehensive and innovative approach to event management, focusing on strategic planning, technology integration, and risk mitigation.

Join now and become an expert in high-profile event and conference management!

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)

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)
Korea



Phuket (Thailand)



Dubai (UAE)



Kuala Lumpur (Malaysia)



Kuwait City (Kuwait)



Seoul (South)



Pulau Ujong (Singapore)



Irbid (Jordan)



Jakarta (Indonesia)



Amman (Jordan)

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 Kuwait Foundation for the Advancement of Sciences KFAS Kuwait |
|  Reserve Bank of Malawi Malawi |  Central Bank of Nigeria Nigeria |  Ministry of Interior Kingdom of Saudi Arabia Ministry of Interior, 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 |  الصناعات الوطنية (القابضة) National Industries Group (Holding), Kuwait |  Hamad Medical Corporation Qatar |  USAID Pakistan |  STC STC Solutions, KSA |
|  North Oil Company North Oil company, |  EKO EKO Electricity |  OMAN BROADBAND Oman Broadband |  UNITED NATIONS UN. |  هيئة تنظيم الكهرباء - عمان 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

A graphic of a chessboard with several chess pieces. A large gold king piece is in the foreground, with a silver pawn and a silver knight behind it. The text 'UK Training PARTNER' is overlaid on the board.

UK Training
PARTNER