

Advanced Event & Conference Management

Geneva (Switzerland)

14 - 25 July 2025

UK Training

PARTNER



Advanced Event & Conference Management

Code: LM28 From: 14 - 25 July 2025 City: Geneva (Switzerland) Fees: 7900 Pound

Introduction

This immersive 10-day course is designed for professionals aiming to enhance their expertise in the planning and execution of high-profile events and conferences. It goes beyond foundational skills, delving into advanced strategies, cutting-edge innovations, and comprehensive techniques in event management. Through hands-on simulations, case studies, and interactive workshops, participants will gain the knowledge and skills needed to deliver complex, high-impact events with precision, creativity, and strategic foresight.

Course Objectives

- Deepen knowledge of strategic event and conference management.
- Strengthen skills in stakeholder engagement, branding, and advanced financial planning.
- Master the use of emerging technologies and sustainable event practices.
- Develop expertise in crisis management and contingency planning.
- Build leadership capabilities for managing diverse teams in high-pressure settings.

Course Outlines

Day 1: Advanced Event Strategy Development

- Developing a Strategic Vision and Setting Event Goals.
- Audience Analysis and Tailored Engagement Strategies.
- Aligning Events with Organizational Objectives and Brand Identity.

Day 2: Mastering Venue and Logistics Management

- Negotiating Venue Contracts and Managing Relationships.
- Optimizing Event Logistics for Seamless Operations.
- Innovations in Transportation, Catering, and Guest Services.

Day 3: Strategic Marketing and Sponsorship Acquisition

- Designing Integrated Marketing Campaigns for Maximum Impact.
- Securing Strategic Partnerships and High-Value Sponsorships.
- Using Social Media Analytics to Drive Event Promotion.

Day 4: Advanced Budgeting and Financial Oversight

- Implementing Advanced Budgeting Techniques and Cost Control.

A graphic of a chessboard with several chess pieces (a king, a queen, a rook, and a pawn) on it, set against a background of concentric circles. The text 'UK Training PARTNER' is overlaid on the right side of the board.

UK Training
PARTNER

- Exploring Funding Models and Revenue Generation Strategies.
- Conducting Financial Reporting and ROI Analysis for Stakeholders.

Day 5: Event Technology and Data-Driven Planning

- Leveraging AI and AR/VR for Event Design and Innovation.
- Using Data Analytics to Anticipate 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.
- Strategies to Minimize the Environmental Impact of Events.
- Measuring and Reporting on Sustainability Metrics.

Day 8: Leadership in Event Management

- Building and Leading High-Performing Event Teams.
- Mastering Cross-Cultural Communication and Managing Diversity.
- Conflict Resolution in High-Pressure Environments.

Day 9: Practical Workshops and Case Studies

- Simulating Real-World Event Scenarios for Hands-On Learning.
- Engaging with Complex Event Challenges through Interactive Case Studies.
- Peer Reviews and Collaborative Problem-Solving Exercises.

Day 10: Execution, Feedback, and Certification

- Advanced On-Site Event Execution and Coordination.
- Post-Event Analysis and Feedback for Continuous Improvement.
- Preparation for Advanced Event Management Certification.

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)
(Netherlands)



Podgorica (Montenegro)



Batumi (Georgia)



London (UK)



Istanbul (Turkey)



Amsterdam



Düsseldorf (Germany)



Paris (France)



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)

Africa



Baku (Azerbaijan)
(Thailand)



Maldives (Maldives)



Doha (Qatar)



Manila (Philippines)



Bali (Indonesia)



Bangkok



Beijing (China)



Singapore (Singapore)



Sydney (Australia)



Tokyo (Japan)



Jeddah (KSA)



Riyadh (KSA)



Dubai (UAE)



Kuala Lumpur (Malaysia)



Kuwait City (Kuwait)



Pulau Ujong (Singapore)



Jakarta (Indonesia)



Amman (Jordan)



Beirut (Lebanon)

UK Training
PARTNER

Blackbird Training Cities

Asia



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



UK Training
PARTNER

Blackbird Training Categories

Management & Admin

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

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

