BLACKBIRD FOR TRAINING

Advanced Event & Conference Management

4 – 15 January 2027
Lisbon (Portugal)



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Ref: 3254594_169827 **Date:** 4 – 15 January 2027 **Location:** Lisbon (Portugal) **Fees:** 10600 GBP

Introduction

Conference and advanced event management is a dynamic field that demands advanced planning and execution skills to ensure the highest level of professionalism and success. This 2-week 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 Management 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.
- 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.

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 event management 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!

