

## Advanced Event & Conference Management

*Los Angeles (USA)*

*6 - 17 January 2025*

UK Training

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## Advanced Event & Conference Management

Code: LM28 From: 6 - 17 January 2025 City: Los Angeles (USA) Fees: 9600 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) in gold and silver. The text 'UK Training PARTNER' is overlaid on the board. 'UK Training' is in a smaller font above 'PARTNER', which is in a large, bold, black sans-serif font.

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- 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



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In House



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Singapore (Singapore)



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Tokyo (Japan)



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Riyadh (KSA)



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Tangier (Morocco)



Cairo (Egypt)



Sharm El-Sheikh (Egypt)



Casablanca (Morocco)



Tunis (Tunisia)



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Human Resources  
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Marketing, Sales, Customer Service  
Secretary & Admin  
Supply Chain & Logistics  
Management & Leadership  
Agile and Elevation

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Telecom Engineering  
IT & IT Engineering  
Health & Safety  
Law and Contract Management  
Customs & Safety  
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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](mailto:Sales@blackbird-training.com)

 [www.blackbird-training.com](http://www.blackbird-training.com)



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