

Advanced Event & Conference Management

Baku (Azerbaijan)

27 July - 7 August 2026

UK Training

PARTNER



Advanced Event & Conference Management

Code: AC32 From: 27 July - 7 August 2026 City: Baku (Azerbaijan) Fees: 10600 Pound

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 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 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!



Blackbird Training Cities

EUROPE



Malaga (Spain)



Sarajevo (BiH)



Cascais (Portugal)



Glasgow (Scotland)



Edinburgh (UK)



Oslo (Norway)



Anney (France)



Bordeaux (France)



Copenhagen (Denmark)



Birmingham (UK)



Lyon (France)



Moscow (Russia)



Stockholm (Sweden)
(Netherlands)



Podgorica (Montenegro)



Batumi (Georgia)



Salzburg (Austria)



Florence (Italy)



Rotterdam



Bruges (Belgium)



London (UK)



Istanbul (Turkey)



Amsterdam (Netherlands)



Düsseldorf (Germany)



Paris (France)



Athens (Greece)



Barcelona (Spain)



Munich (Germany)



Geneva (Switzerland)



Prague (Czech)



Vienna (Austria)



Rome (Italy)
(Switzerland)



Brussels (Belgium)



Madrid (Spain)



Berlin (Germany)



Lisbon (Portugal)



Zurich



Manchester (UK)



Milan (Italy)

UK Training
PARTNER



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)



Malé (Maldives)



Doha (Qatar)



Manila (Philippines)



Bali (Indonesia)



Bangkok



Beijing (China)



Singapore (Singapore)



Sydney (Australia)



Tokyo (Japan)



Jeddah (KSA)



Riyadh (KSA)



Melbourne (Australia)



Phuket (Thailand)



Shanghai (China)



Abu Dhabi (UAE)



Dammam (KSA)



Dubai (UAE)



Kuala Lumpur (Malaysia)
(Indonesia)



Kuwait City (Kuwait)



Seoul (South Korea)



Pulau Ujong (Singapore)



Irbid (Jordan)



Jakarta



UK Training
PARTNER



Amman (Jordan)

UK Training
PARTNER

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



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



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)
Sustainability, ESG & Corporate Responsibility
Advanced 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

