

## Advanced Event & Conference Management

*Accra (Ghana)*

*29 September - 10 October 2025*

UK Training

# PARTNER



## Advanced Event & Conference Management

Code: LM28 From: 29 September - 10 October 2025 City: Accra (Ghana) Fees: 5600 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 chess pieces (a king, a queen, a rook, and a pawn) in gold and silver. The text 'UK Training' is in a small, black sans-serif font, and 'PARTNER' is in a large, bold, black sans-serif font below it.

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' in a bold, black, sans-serif font.

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)



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)

### 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)



Beirut

UK Training  
**PARTNER**



## 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

 <b>MANNAI CORPORATION</b> MANNAI Trading Company WLL, Qatar	 <b>GAC</b> UNE FILIALE D' EGA Alumina Corporation Guinea	 <b>Booking.com</b> Booking.com Netherlands	 <b>OXFAM</b> Oxfam GB International Organization, Yemen	 <b>Capital Markets Authority</b> Kuwait
 <b>Waltersmith</b> Waltersmith Petroman Oil Limited Nigeria	 <b>QNB</b> Qatar National Bank (QNB), Qatar	 <b>Qatar Foundation</b> Qatar	 <b>AFRICAN UNION ADVISORY BOARD ON CORRUPTION</b> Tanzania	 <b>KFAS</b> KFS Kuwait
 <b>Reserve Bank of Malawi</b> Malawi	 <b>Central Bank of Nigeria</b> Nigeria	 <b>Ministry of Interior Kingdom of Saudi Arabia</b> KSA	 <b>Mabruk Oil Company</b> Libya	 <b>Saudi Electricity Company</b> KSA
 <b>BPKH</b> Badan Pengelola Keuangan Haji BADAN PENGELOLA KEUANGAN Haji, Indonesia	 <b>NATO Italy</b>	 <b>ENI</b> ENI CORPORATE UNIVERSITY, Italy	 <b>GULF BANK</b> Gulf Bank Kuwait	 <b>General Organization for Social Insurance</b> KSA
 <b>Defence Space Administration</b> Nigeria	 <b>National Industries Group (Holding)</b> Kuwait	 <b>Hamad Medical Corporation</b> Qatar	 <b>USAID</b> Pakistan	 <b>STC</b> STC Solutions, KSA
 <b>North Oil Company</b> North Oil company,	 <b>EKO Electricity</b> EKO Electricity	 <b>OMAN BROADBAND</b> Oman Broadband	 <b>UNITED NATIONS</b> UN.	 <b>Authority for Electricity Regulation, Oman</b> 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

UK Training  
**PARTNER**

