

Event and Festival Planning: A Strategic Course for Modern Professionals

Dubai (UAE)

5 - 9 October 2025

UK Training

PARTNER



Event and Festival Planning: A Strategic Course for Modern Professionals

Code: EL28 From: 5 - 9 October 2025 City: Dubai (UAE) Fees: 3900 Pound

Introduction

Planning large-scale events and festivals is no longer a logistical task only—it is a strategic function that integrates marketing, risk management, finance, public engagement, and innovation. This course in Event and Festival Planning is tailored for professionals in the MENA region who seek to elevate their capabilities in planning, managing, and executing high-impact events. Whether in government entities, telecoms, banks, oil & gas, HR, or marketing, this training supports emerging and senior professionals aiming to refine their executional and leadership edge.

Participants will gain practical tools to manage operations, design creative concepts, assess risks, and ensure audience engagement—essential for driving value through every stage of event development.

Course Objectives

By the end of this course, participants will be able to:

- Understand core principles of event and festival planning.
- Design structured workflows for event execution.
- Manage stakeholder expectations and vendor contracts.
- Apply tools for audience targeting and engagement.
- Develop risk management and contingency planning strategies.
- Align event goals with strategic business outcomes.
- Analyze post-event performance and ROI metrics.
- Implement industry best practices for compliance, safety, and sustainability.

Course Outlines

Day 1: Foundations of Event Planning

- Introduction to Event and Festival Planning.
- Event types and strategic objectives.
- Stakeholder mapping and communication.
- Budgeting fundamentals and cost allocation.
- Regulatory requirements and permits.
- Event timeline planning and scheduling.

Day 2: Creative Concepts and Marketing Strategy

- Event branding and positioning.
- Designing the event experience.
- Audience segmentation and targeting.
- Digital and traditional marketing tools.
- Media partnerships and influencer outreach.

A graphic of a chessboard with several chess pieces. In the foreground, there are three pieces: a silver pawn, a silver knight, and a gold king. The background shows concentric circles and a checkered pattern.

UK Training
PARTNER

- Creative content development and production.

Day 3: Operational Execution and Risk Control

- Logistics, venue management, and vendor coordination.
- Contract management and procurement workflows.
- Risk identification and mitigation plans.
- Health, safety, and crowd control measures.
- Event tech: registration systems and live engagement.
- On-site roles and emergency response planning.

Day 4: Evaluation and Performance Analysis

- Post-event evaluation and KPIs.
- Audience feedback and sentiment analysis.
- Reporting ROI to stakeholders.
- Lessons learned and knowledge documentation.
- Event sustainability and environmental impact.
- Preparing legacy materials for future use.

Day 5: Strategic Integration and Certification Prep

- Aligning events with organizational strategy.
- Presenting event plans to leadership teams.
- Case study: Regional festival planning success.
- Certification test preparation if applicable.
- Final group simulation and peer evaluation.
- Summary and course close-out.

Why Attend This Course: Wins & Losses!

- Acquire a comprehensive toolkit for event planning and execution.
- Learn how to balance creativity with operational precision.
- Build real-world scenarios through case studies.
- Access templates and checklists used by global planners.
- Strengthen risk mitigation and emergency preparedness.
- Boost ROI through audience and brand alignment.
- Gain practical insights on stakeholder negotiation.
- Prepare for certifications relevant to event professionals.

Conclusion

The Event and Festival Planning course is a strategic investment for professionals who aim to transform the way events deliver value. It equips attendees with technical know-how and strategic perspective, enabling them to align their event goals with organizational priorities.

With a blend of creative design, risk control, and post-event analysis, this course ensures that each participant becomes a driver of success in their respective sectors. Whether you're planning government forums, corporate expos, cultural festivals, or internal staff events, mastering the event lifecycle has never been more critical.

UK Training
PARTNER



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)



London (UK)



Istanbul (Turkey)



Amsterdam



Düsseldorf (Germany)
(Switzerland)



Paris (France)



Athens (Greece)



Barcelona (Spain)



Munich (Germany)



Geneva



Prague (Czech)



Vienna (Austria)



Rome (Italy)



Brussels



Madrid (Spain)



Berlin (Germany)



Lisbon (Portugal)



Zurich



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



MANNAI Trading
Company WLL,
Qatar



Alumina Corporation
Guinea



Booking.com
Netherlands



Oxfam GB International
Organization,
Yemen



Capital Markets
Authority,
Kuwait



Waltersmith Petroman Oil Limited
Nigeria



Qatar National Bank
(QNB),
Qatar



Qatar Foundation,
Qatar



AFRICAN UNION ADVISORY
BOARD ON CORRUPTION,
Tanzania



KFAS
Kuwait



Reserve Bank of
Malawi,
Malawi



Central Bank of Nigeria
Nigeria



Ministry of Interior
Kingdom of Saudi Arabia
KSA



Mabruk Oil Company
Libya



Saudi Electricity
Company,
KSA



BADAN PENGELOLA
KEUANGAN Haji,
Indonesia



NATO
Italy



ENI CORPORATE
UNIVERSITY,
Italy



Gulf Bank
Kuwait



المؤسسة العامة للتأمينات الاجتماعية
General Organization for Social Insurance
KSA



Defence Space Administration
Nigeria



National Industries
Group (Holding),
Kuwait



Hamad Medical
Corporation,
Qatar



USAID
Pakistan



STC Solutions,
KSA



North Oil company,



EKO Electricity



Oman Broadband



UNITED NATIONS
UN.



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

