



Sales, Marketing and Customer Service

**Certificate in Event Management**

## Course Introduction

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This course helps those people who are organizing and planning an event - either an in-house event or a commercial event. The impact of a successful event on a company can be profound. The impact of a poorly organized event is so negative that it pulls resources away from real work in dealing with the aftermath. No matter what, this course will fully support your objective of helping to deliver an effective event.

How do you ensure that your event is a great success and that you have achieved everything required?

**How do you ensure that it is within budget?**

These and many more questions will be answered on this exciting and stimulating course

## Target Audience

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- Project Officers
- Administrative officers
- Event Managers & Organizers

## Learning Objectives

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**At the end of the training course, participants will be able to**

- Gain a comprehensive understanding of the foundations of events management.
- Learn the steps in creating and featuring an event
- Design a step-by-step process for planning an event
- Implement methods to evaluate an event
- Apply various resources in order to manage logistics

# Course Outline

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- **01 Day one**

## **Overview of Event Management**

- Definition of 'event'
- Reasons for organizing events
- Types of events
- Importance of events
- Definition of an event theme
- Steps to create and theme an event
- Stakeholders of an event

- **02 Day Two**

## **The Event Planning Process**

- Deciding the vision and theme of an event
- Conducting a SWOT analysis
- Setting goals and objectives
- Determining the event's feasibility
- Choosing an appropriate organizational structure
- Creating a plan
- Evaluating the event
- The 5 W's of event creation
- Be S.M.A.R.T with your objectives

- **03 Day Three**

## **Human resources and logistics in event management**

- Human resources management for events
- Choosing an ideal venue
- Marketing and promoting your event

- Elements of event promotion and marketing
- Ticketing
- Signage
- Advertising
- Budgeting of events
- Safety components in event management
- Risk mitigation and contingency plans
- Potential problems
- Weather
- No shows
- Delayed deliveries

#### • 04 Day Four

##### **Event assessment and evaluation**

- Difference between assessment and evaluation
- Six key stages in event evaluation
- Various methods of event evaluation
- Gantt charts for managing task schedules
- The ROI evaluation
- Measuring social media engagement

#### • 05 Day Five

##### **Organizing great events**

- Needed steps for organizing effective events
- Plan and execute an effective campaign
- Use an efficient communication system
- Use the event website wisely
- Use technology wisely
- Execute a sound logistics system

# Confirmed Sessions

FROM	TO	DURATION	FEES	LOCATION
April 7, 2025	April 11, 2025	5 days	4250.00 \$	UAE - Dubai
May 25, 2025	May 29, 2025	5 days	2150.00 \$	Virtual - Online
Aug. 18, 2025	Aug. 22, 2025	5 days	4950.00 \$	England - London
Oct. 20, 2025	Oct. 24, 2025	5 days	4250.00 \$	UAE - Dubai