



Sales, Marketing and Customer Service

Advanced Events Management Training Course

Course Introduction

This training program is tailored for managers who are responsible for planning, executing, and evaluating events within their organizations. Participants will gain advanced skills and strategic insights to enhance their event management capabilities, ensuring successful outcomes that align with organizational goals.

Target Audience

- Managers overseeing event planning and execution.
- Senior event coordinators and planners.
- Marketing professionals involved in event promotion.
- HR managers responsible for organizing corporate events.
- Leaders seeking to enhance their skills in managing large-scale events.

Learning Objectives

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

- Develop strategic event plans that align with business objectives.
- Manage and coordinate complex event logistics effectively.
- Implement advanced marketing strategies to maximize event attendance and engagement.
- Ensure compliance with relevant regulations and industry standards.
- Evaluate event outcomes and apply insights for continuous improvement.

Course Outline

• 01 Day One

Strategic Event Planning

- Setting Objectives: Aligning event goals with organizational strategy and mission.
- Developing an Event Concept: Crafting a compelling theme and objective for the event.
- Budgeting and Financial Management: Advanced techniques for creating and managing event budgets.

• 02 Day Two

Advanced Logistics Management

- Comprehensive Logistics Planning: Coordinating venue selection, catering, transportation, and technology needs.
- Creating Timelines and Schedules: Developing detailed timelines to ensure all aspects of the event are on track.
- Vendor Relations: Best practices for selecting, negotiating, and managing vendors and suppliers.

Marketing and Promotion Strategies

- Creating a Marketing Strategy: Developing a comprehensive marketing plan tailored to the event.
- Leveraging Digital Tools: Utilizing social media, email marketing, and event platforms to promote events.
- Engagement Techniques: Creating pre-event, during-event, and post-event engagement strategies.

• 03 Day Three

Compliance, Risk Management, and Ethics

- Legal and Regulatory Compliance: Navigating contracts, permits, and liability issues.
- Health and Safety Protocols: Understanding and implementing health and safety regulations.

- Risk Management Strategies: Identifying potential risks and developing contingency plans.

- **04 Day Four**

Evaluation and Continuous Improvement

- Defining Success Metrics: Establishing KPIs to measure event success.
- Collecting and Analyzing Feedback: Techniques for gathering insights from attendees and stakeholders.
- Implementing Improvements: Using evaluation data to inform future events and improve processes.

- **05 Day Five**

Leadership and Team Management in Events

- Leading Event Teams: Best practices for managing and motivating teams involved in event planning.
- Communication Strategies: Effective communication techniques for liaising with stakeholders and team members.
- Conflict Resolution: Strategies for managing conflicts that may arise during the event planning process.

Confirmed Sessions

FROM	TO	DURATION	FEES	LOCATION
May 19, 2025	May 23, 2025	5 days	4250.00 \$	UAE - Abu Dhabi
Sept. 28, 2025	Oct. 2, 2025	5 days	4250.00 \$	KSA - Riyadh
Oct. 26, 2025	Oct. 30, 2025	5 days	2150.00 \$	Virtual - Online
Dec. 8, 2025	Dec. 12, 2025	5 days	5950.00 \$	Switzerland - Zurich

