



Consulting and Training | Reach New Heights

Course Name

Event Management - Advanced

Sector Name

Interpersonal Skills and Self Development

Document Type

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Event Management - Advanced

Course Introduction

Event management at an advanced level goes beyond logistics and execution requires strategic thinking, stakeholder coordination, risk management, brand alignment, and measurable impact. High-level events are complex projects that directly influence organizational reputation, engagement, and strategic objectives.

Developed by **Boost**, this advanced program is designed for professionals who already have experience in event management and seek to elevate their capabilities to a strategic and leadership level. The course focuses on advanced planning, large-scale coordination, risk and crisis readiness, sponsor and stakeholder management, and post-event evaluation.

Through in-depth frameworks, real-world simulations, and applied case discussions, **Boost's Event Management - Advanced** course enables participants to design, manage, and deliver high-impact events that align with organizational goals and deliver measurable value.

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Target Audience

- ✓ Senior event managers and coordinators
- ✓ Public relations and corporate communications professionals
- ✓ Marketing and brand managers
- ✓ Project managers responsible for large-scale events
- ✓ Professionals involved in high-profile or strategic events

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Learning Objectives

- ✓ Plan and manage complex events using advanced project management approaches
- ✓ Aligning events with organizational strategy, branding, and objectives
- ✓ Manage stakeholders, partners, and sponsors effectively
- ✓ Anticipate and mitigate risks associated with high-profile events
- ✓ Lead event teams and coordinate cross-functional efforts
- ✓ Measure event success and evaluate return on objectives

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Course Outline

✓ DAY 01

Strategic Event Planning and Design

Module 1: Events as Strategic Tools

- ✓ The strategic role of events in organizations
- ✓ Aligning events with business and communication objectives
- ✓ Defining purpose, outcomes, and success criteria

Module 2: Advanced Event Design and Concept Development

- ✓ Creating impactful event concepts
- ✓ Audience experience design and engagement
- ✓ Integrating branding and messaging into event design

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Course Outline

✓ Day 02

Advanced Project and Resource Management

Module 3: Event Project Management

- ✓ Applying project management principles to events
- ✓ Timeline development and critical path management
- ✓ Managing scope, change, and constraints

Module 4: Budgeting, Procurement, and Resource Optimization

- ✓ Advanced budgeting techniques
- ✓ Vendor selection and contract management
- ✓ Cost control and financial accountability

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Course Outline

✓ Day 03

Stakeholder, Partner, and Sponsor Management

Module 5: Stakeholder Mapping and Engagement

- ✓ Identifying key stakeholders and their expectations
- ✓ Managing internal and external relationships
- ✓ Communication strategies for diverse stakeholders

Module 6: Sponsor and Partner Management

- ✓ Structuring sponsorship models
- ✓ Delivering value to sponsors and partners
- ✓ Managing partnerships professionally and transparently

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Course Outline

✓ Day 04

Risk, Crisis, and Operational Excellence

Module 7: Risk Assessment and Contingency Planning

- ✓ Identifying operational, reputational, and safety risks
- ✓ Developing contingency and backup plans
- ✓ Legal, compliance, and safety considerations

Module 8: On-Site Management and Crisis Readiness

- ✓ Command and control during live events
- ✓ Decision-making under pressure
- ✓ Managing unexpected incidents and disruptions

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Course Outline

✓ Day 05

Evaluation, Impact, and Continuous Improvement

Module 9: Measuring Event Performance and Impact

- ✓ Defining KPIs and success indicators
- ✓ Measuring attendee experience and engagement
- ✓ Evaluating outcomes against objectives

Module 10: Post-Event Review and Knowledge Transfer

- ✓ Post-event reporting and documentation
- ✓ Lessons learned and continuous improvement
- ✓ Building organizational event management maturity

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Confirmed Sessions

FROM	TO	DURATION	FEES	LOCATION
Jan. 25, 2027	Jan. 29, 2027	5 days	4250.00 \$	UAE , Dubai
April 25, 2027	April 29, 2027	5 days	4250.00 \$	KSA , Dammam
Aug. 9, 2027	Aug. 13, 2027	5 days	4950.00 \$	Netherlands , Amsterdam
Dec. 14, 2026	Dec. 18, 2026	5 days	4250.00 \$	UAE , Dubai
Oct. 11, 2027	Oct. 15, 2027	5 days	4250.00 \$	UAE , Abu Dhabi

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