



Consulting and Training | Reach New Heights

Course Name

Event Management - Entry to Mid

Sector Name

Interpersonal Skills and Self Development

Document Type

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Event Management - Entry to Mid

Course Introduction

Event management plays a critical role in organizational communication, brand image, and stakeholder engagement. From internal meetings to public events, successful delivery requires planning, coordination, communication, and attention to detail.

Developed by **Boost**, this course is designed to build strong foundational and practical skills in event management for entry- to mid-level professionals. The program focuses on the full event lifecycle—from idea and planning to execution and evaluation—while developing confidence in managing tasks, teams, and suppliers.

Through structured learning, practical tools, and real-world scenarios, **Boost's Event Management - Entry to Mid-course** enables participants to plan and deliver well-organized, professional events that meet objectives, stay within budget, and create positive attendee experiences.

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Target Audience

- ✓ Entry-level and mid-level event coordinators
- ✓ Administrative and support staff involved in event planning
- ✓ Communication, marketing, and public relations staff
- ✓ Professionals supporting meetings, workshops, and corporate events
- ✓ Team leaders supervising small to medium-scale events

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Learning Objectives

- ✓ Understand the fundamentals and purpose of event management
- ✓ Plan events using a structured and organized approach
- ✓ Coordinate event logistics, suppliers, and timelines effectively
- ✓ Communicate professionally with stakeholders and event teams
- ✓ Identify and manage basic event risks and challenges
- ✓ Evaluate event outcomes and identify improvement opportunities

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Course Outline

✓ DAY 01

Introduction to Event Management

Module 1: Fundamentals of Event Management

- ✓ What event management is and why it matters
- ✓ Types of events (internal, external, corporate, public)
- ✓ Roles and responsibilities of event team members
- ✓ Understanding event objectives and purpose

Module 2: Event Planning Basics

- ✓ Defining event scope and goals
- ✓ Understanding target audiences
- ✓ Building a simple event plan and checklist

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Course Outline

✓ Day 02

Event Design and Preparation

Module 3: Event Concept and Experience Design

- ✓ Developing an event theme or concept
- ✓ Designing attendee experience
- ✓ Branding and messaging basics for events

Module 4: Scheduling and Logistics

- ✓ Creating event timelines and task lists
- ✓ Venue selection and setup basics
- ✓ Equipment, catering, and support services

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Course Outline

✓ Day 03

Budgeting, Suppliers, and Coordination

Module 5: Event Budgeting and Cost Control

- ✓ Understanding event budgets
- ✓ Estimating costs and tracking expenses
- ✓ Managing approvals and basic financial controls

Module 6: Supplier and Vendor Coordination

- ✓ Working with vendors and service providers
- ✓ Communication and follow-up techniques
- ✓ Managing deliveries and on-site coordination

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✓ Day 04

Event Delivery and Issue Management

Module 7: On-Site Event Management

- ✓ Roles during live events
- ✓ Time management and coordination
- ✓ Managing speakers, guests, and schedules

Module 8: Handling Challenges and Risks

- ✓ Identifying common event risks
- ✓ Managing last-minute changes
- ✓ Problem-solving and escalation during events

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Course Outline

✓ Day 05

Evaluation and Continuous Improvement

Module 9: Event Evaluation and Feedback

- ✓ Measuring event success against objectives
- ✓ Collecting attendee and stakeholder feedback
- ✓ Identifying strengths and improvement areas

Module 10: Event Review, Skill Development, and Practical Improvement

- ✓ Conducting structured event reviews to assess what worked and what didn't
- ✓ Identifying practical improvement areas in planning, coordination, and execution
- ✓ Documenting simple action points for future events
- ✓ Building personal and team event management skills through reflection
- ✓ Applying feedback to improve efficiency and confidence in upcoming events

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Confirmed Sessions

FROM	TO	DURATION	FEES	LOCATION
April 19, 2027	April 23, 2027	5 days	4250.00 \$	UAE , Dubai
Aug. 9, 2027	Aug. 13, 2027	5 days	2150.00 \$	Virtual , Online
Dec. 14, 2026	Dec. 18, 2026	5 days	5950.00 \$	USA , Texas
Jan. 25, 2027	Jan. 29, 2027	5 days	2150.00 \$	UAE , Dubai

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