



Consulting and Training | Reach New Heights

Course Name

Event Management - Design, Develop and Implement Events

Sector Name

Sales, Marketing and Customer Service

Document Type

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Event Management - Design, Develop and Implement Events

Course Introduction

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

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Event Management - Design, Develop and Implement Events

Target Audience

- ✓ Project Officers
- ✓ Administrative officers
- ✓ Any professionals interested in developing their Event Management Skills.

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Learning Objectives

- ✓ 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

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Course Outline

✓ **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

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Course Outline

✓ 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

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Course Outline

✓ 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

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Course Outline

✓ **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

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Course Outline

✓ 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

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Confirmed Sessions

FROM	TO	DURATION	FEES	LOCATION
June 14, 2027	June 18, 2027	5 days	4250.00 \$	UAE , Abu Dhabi
Nov. 23, 2026	Nov. 27, 2026	5 days	5950.00 \$	USA , Los Angeles
Sept. 20, 2026	Sept. 24, 2026	5 days	4250.00 \$	KSA , Riyadh
July 5, 2027	July 9, 2027	5 days	2150.00 \$	Virtual , Online

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