



Consulting and Training | Reach New Heights

**Course Name**

# **Event Design and Management (from design to implementation)**

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**Sector Name**

Sales, Marketing and Customer Service

**Document Type**

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## Event Design and Management (from design to implementation)

### Course Introduction

The Event Design and Management Training Course is designed for professionals who want to develop the skills required to plan, organize, and manage successful events. From corporate conferences to social gatherings, effective event management requires strong organizational skills, creativity, and attention to detail.

This course covers essential topics such as event planning, event coordination, budgeting, and logistics management, enabling participants to design and execute events efficiently. Learners will explore how to manage event timelines, coordinate vendors, and handle venue selection to ensure smooth event execution.

Participants will also gain knowledge in event marketing, audience engagement, and brand experience design, which are critical for creating impactful and memorable events. The training emphasizes practical techniques for managing resources, controlling costs, and ensuring high-quality event delivery.

In addition, the course focuses on risk management, problem-solving, and on-site event operations, helping professionals handle unexpected challenges and maintain control during live events. These skills are essential for delivering successful events in dynamic environments.

This program is ideal for event planners, marketing professionals, project coordinators, and business professionals involved in organizing events. By completing this course, participants will enhance their event planning skills, organizational abilities, and professional performance in event management roles

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### Target Audience

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

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## Event Design and Management (from design to implementation)

### 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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## Event Design and Management (from design to implementation)

### 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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#### ✓ **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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#### ✓ **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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#### ✓ **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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#### ✓ **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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## Event Design and Management (from design to implementation)

### Confirmed Sessions

FROM	TO	DURATION	FEES	LOCATION
June 8, 2026	June 12, 2026	5 days	4250.00 \$	UAE , Abu Dhabi
Sept. 20, 2026	Sept. 24, 2026	5 days	4250.00 \$	KSA , Riyadh
Nov. 23, 2026	Nov. 27, 2026	5 days	5950.00 \$	USA , Los Angeles
March 15, 2027	March 19, 2027	5 days	4250.00 \$	UAE , Dubai

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