



Principles & Practices of Events & Conferences Management

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Introduction:

This course presents principles and practices for individuals who plan and organize events, meetings, conferences, or conventions. By gaining a clear understanding of the event planning process, developing management skills and getting familiar with the best practices in the event industry, participants will be better prepared to run their own event or conference. This course will also cover event planning tools to manage time, space, money, human resources, information, materials and problems that may arise through the event planning process. This course helps participants gain in-depth knowledge and skills needed in conference planning and concurrent event management. The course topics include event concept and feasibility, analyzing and planning various events, event and conference management, advertising and marketing activities, planning committees, budgeting, managing logistics for conferences and events, in addition to post-event evaluation and reporting.

Who Should Attend?

Executives, Managers, Team Leaders, PR Managers, PR Assistants, PR Executives, PR Researchers, Marketing Assistants, Marketing Executives, Customer Relationship Management (CRM), Supervisors, Product Managers, Marketing Managers, Marketing Assistants, Marketing Executives, Business Unit Managers, Sales Managers, Customer Care Managers and Supervisors, Directors of Public Relations, Directors of Marketing, Senior Public Relations Managers, Company Directors, General Managers, Senior Managers, Engineers, Foremen, Analysts, marketing staff at any level in the organization, market research, loyalty scheme managers, Those in PR in public sector, private sector and not-for-profit organizations, Those in PR at the national, regional and community level, those working for international, global or supranational organizations, those who are keen on improving performance by taking their

customers to higher levels of satisfaction, as well as customer service managers and supervisors interested in advanced customer service tools

Course Objectives:

By the end of this course, delegates will be able to:

- Plan and prepare for professional and conferences in a professional way
- Identify the functions in an event or conference
- Organize and assess the social activities in an event or conference
- Prepare the estimated budget for a conference
- Plan and organize different kinds of exhibitions

Course Outline:

Events and Conferences

- Importance and concepts
- Types of events and conferences

Planning for Events and Conferences

- Collecting information needed in planning
- Setting smart objectives
- Preparing the event plan with detailed activities and schedules
- Selecting the venue and agreeing on the site of the event or conference

Organization of the Event or Conference

- Choosing the human resources for the management of the event or conference
- Forming different specialized committees
- Training/motivating the teams in charge of managing the event or conference

Promotional Activities for Events and Conferences

- Promotion and advertisement of events or conferences

- Steps needed for the promotion and marketing of the event or conference
- Setting a plan for the promotion of events and conferences

The Different Functions for Managing Events and Conferences

- The official airline carrier
- Arrangements with hotels
- Conference registration activities
- The scientific program and choosing speakers
- Media coverage during the event or conference
- Managing the event, conference or scientific meeting
- The different social activities

Organizing of Exhibitions

- Planning for exhibitions
- Promoting and marketing exhibitions
- Renting exhibition space
- Organizing and managing of exhibitions
- Steps in the actual implementation of exhibitions plans

The Financial Aspects of the Conference

- Preparing the conference budget
- Controlling expenditures according to the budget
- Deciding on the registration fees
- Controlling the cash flow

Follow Up and Evaluation of Conference and Events Activities

- Monitoring the event or conference activities
- Dealing with implementation problems
- Preparing the final report