



*Training Course:  
Event Planning and Management: Coordinating  
events*

*9 - 13 September 2024  
Kuala Lumpur (Malaysia)  
Royale Chulan Kuala Lumpur*

## Training Course: Event Planning and Management: Coordinating events

Training Course code: SC235068 From: 9 - 13 September 2024 Venue: Kuala Lumpur (Malaysia) - Royale Chulan Kuala Lumpur Training Course Fees: 5775 € Euro

### Introduction:

This training program is designed to provide participants with the essential skills and knowledge needed to plan and manage successful events. The program will cover various aspects of event planning, from developing a concept to executing a plan and evaluating the success of an event. Participants will learn how to coordinate different elements of an event, including budgeting, marketing, logistics, risk management, and more.

### Objectives:

By the end of this training program, participants will be able to:

- Develop an event concept and design a plan to execute it
- Create a budget and manage finances for an event
- Develop a marketing plan to promote an event
- Coordinate event logistics, including venue selection, catering, and audiovisual needs
- Develop a risk management plan to mitigate potential issues during an event
- Evaluate the success of an event and identify areas for improvement

### Target Audience:

This training program is suitable for anyone who is involved in event planning and management, including:

- Event planners and coordinators
- Marketing and communications professionals
- Operations and logistics staff
- Project managers
- Anyone who is responsible for planning and executing events

### Outline:

Day 1:

Introduction to Event Planning and Management

- Overview of event planning and management
- Understanding the event planning process
- Developing an event concept

- Conducting research and analysis
- Creating an event plan

Day 2:

#### Budgeting and Financial Management

- Creating a budget for an event
- Managing finances and expenses
- Negotiating with vendors and suppliers
- Identifying potential revenue streams
- Evaluating financial performance

Day 3:

#### Marketing and Communications

- Developing a marketing plan for an event
- Creating promotional materials
- Utilizing social media and other marketing channels
- Public relations and media outreach
- Tracking and measuring marketing success

Day 4:

#### Logistics and Operations

- Selecting a venue and managing logistics
- Coordinating catering and audiovisual needs
- Managing event staff and volunteers
- Dealing with emergencies and contingencies
- Evaluating operational success

Day 5:

#### Risk Management and Evaluation

- Identifying and managing risks during an event
- Developing a risk management plan
- Evaluating event success and identifying areas for improvement
- Gathering feedback and conducting surveys
- Creating an action plan for future events

## Registration form on the Training Course: Event Planning and Management: Coordinating events

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Complete & Mail or fax to Global Horizon Training Center (GHTC) at the address given below

### Delegate Information

Full Name (Mr / Ms / Dr / Eng): .....  
 Position: .....  
 Telephone / Mobile: .....  
 Personal E-Mail: .....  
 Official E-Mail: .....

### Company Information

Company Name: .....  
 Address: .....  
 City / Country: .....

### Person Responsible for Training and Development

Full Name (Mr / Ms / Dr / Eng): .....  
 Position: .....  
 Telephone / Mobile: .....  
 Personal E-Mail: .....  
 Official E-Mail: .....

### Payment Method

- Please find enclosed a cheque made payable to Global Horizon
- Please invoice me
- Please invoice my company

### Easy Ways To Register

Telephone:  
+201095004484 to  
provisionally reserve your  
place.

Fax your completed  
registration  
form to: +20233379764

E-mail to us :  
info@gh4t.com  
or training@gh4t.com

Complete & return the  
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to: Global Horizon  
3 Oudai street, Aldouki,  
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