



*Training Course:
Certified Event Manager*

*20 - 31 January 2025
Cape Town (South Africa)
DoubleTree by Hilton Cape Town - Upper Eastside*

Training Course: Certified Event Manager

Training Course code: MA235345 From: 20 - 31 January 2025 Venue: Cape Town (South Africa) - DoubleTree by Hilton Cape Town - Upper Eastside Training Course Fees: 9520 € Euro

Introduction:

The Certified Event Manager - Extended Program is an immersive 10-day training designed to provide participants with an in-depth understanding of event management principles, practices, and strategies. From conceptualization to execution, this program covers every aspect of event planning, equipping participants with the knowledge, skills, and certifications needed to excel in the fast-paced world of event management.

Target Audience:

This program is suitable for individuals seeking to pursue a career in event management, including:

- Aspiring event planners and coordinators
- Marketing and communications professionals
- Hospitality and tourism professionals
- Business owners and entrepreneurs interested in event planning

Participants may vary in experience levels, from beginners with little to no prior knowledge of event management to seasoned professionals looking to enhance their skills and credentials.

Objectives:

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

1. Develop comprehensive event management plans, including budgets, timelines, and logistics.
2. Implement effective marketing and promotional strategies to attract attendees and sponsors.
3. Navigate legal and regulatory considerations related to event planning and execution.
4. Demonstrate proficiency in project management, communication, and stakeholder engagement.
5. Apply industry best practices and emerging trends to create memorable and impactful events.
6. Earn a prestigious certification as a Certified Event Manager, validating their expertise and credibility in the field.

Outlines:

Days 1-2: Foundations of Event Management

- Introduction to event management principles and practices
- Understanding the event planning lifecycle
- Developing event concepts and themes
- Budgeting and financial planning for events
- Venue selection, negotiation, and contracts

Days 3-4: Event Planning and Logistics

- Creating detailed event timelines and schedules
- Procurement and management of event resources
- Risk management and contingency planning
- Transportation, accommodations, and hospitality arrangements
- Technology integration and event logistics software

Days 5-6: Marketing and Promotion Strategies

- Designing comprehensive event marketing plans
- Leveraging digital marketing channels for event promotion
- Implementing traditional marketing tactics and advertising strategies
- Sponsorship acquisition and partnership development
- Measuring and analyzing marketing ROI and effectiveness

Days 7-8: Event Execution and Management

- Coordinating event day operations and logistics
- Managing event staff, volunteers, and vendors
- Crisis management and emergency response procedures
- On-site coordination and attendee management
- Post-event evaluations, debriefings, and follow-up activities

Days 9-10: Advanced Topics in Event Management

- Industry trends and innovations in event technology
- Sustainable event practices and environmental considerations
- Legal and regulatory considerations for event planners
- Enhancing attendee engagement and experience
- Professional development and career advancement in event management

Registration form on the Training Course: Certified Event Manager

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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:
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 Official E-Mail:

Company Information

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Person Responsible for Training and Development

Full Name (Mr / Ms / Dr / Eng):
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Payment Method

- Please find enclosed a cheque made payable to Global Horizon
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