



*Training Course:
Advanced Activities and Event Management*

*8 - 12 December 2025
Madrid (Spain)
Pestana CR7 Gran Vía*

Training Course: Advanced Activities and Event Management

Training Course code: MA235679 From: 8 - 12 December 2025 Venue: Madrid (Spain) - Pestana CR7 Gran Vía Training Course Fees: 5500 € Euro

Introduction

Welcome to the "Advanced Activities and Event Management" course! This training is designed to equip participants with the knowledge and skills necessary to organize and manage successful and innovative activities and events. Throughout this course, you will delve into advanced planning, execution, marketing, and innovation techniques in event management, along with strategies to tackle challenges and manage risks effectively. We are confident that this course will empower you to become experts in this exciting and dynamic field.

Course Objectives

- Understanding the Importance of Strategic Planning:

Equip participants with a deep understanding of the role of strategic planning in organizing activities and events, including how to develop a comprehensive strategy to achieve desired goals.

- Acquiring Marketing and Promotion Skills:

Enable participants to master the skills and tools needed to execute successful marketing campaigns, promote events effectively, and attract the target audience.

- Exploring Innovative Techniques and Creativity:

Help participants discover the latest technologies and innovations in event management and learn how to apply them to enhance attendee experiences.

- Risk and Crisis Management:

Provide the knowledge necessary to address potential risks and manage crises efficiently to ensure seamless event execution and success.

Target Audience

- Event and Conference Organizers: Professionals looking to enhance their skills and advance in the event management field.
- Executives and Marketing Managers: Those interested in improving the quality and impact of the events they organize.
- Public Relations and Social Media Professionals: Individuals aiming to enhance promotion and increase engagement at events.
- Enthusiasts: Anyone with a personal interest in event organization seeking the knowledge and skills to

excel in this field.

Course Outlines

Day 1: Planning and Strategy

- Reviewing current trends in the events and activities industry.
- Analyzing objectives and risks, and developing a comprehensive strategy.
- Creating a detailed execution plan and defining roles and responsibilities.
- Innovating and utilizing technology to enhance attendee experiences.

Day 2: Marketing and Communication

- Advanced marketing strategies and event promotion techniques.
- Leveraging social media and modern technology in marketing.
- Target audience analysis and customizing messages and content.
- Addressing emerging challenges in marketing and communication.

Day 3: Attendee Experience and Innovative Technologies

- Designing inspiring and innovative attendee experiences.
- Delivering engaging and interactive sessions and live presentations.
- Employing innovative technologies such as virtual reality and smart augmentation.
- Preparing the technical environment and infrastructure.

Day 4: Risk and Crisis Management

- Planning for risk management and handling potential issues.
- Developing emergency plans and outlining necessary actions.
- Managing crises and making timely, informed decisions.
- Analyzing real-life cases and previous experiences.

Day 5: Performance Evaluation and Continuous Improvement

- Evaluating event performance and deriving lessons learned.

- Analyzing data and utilizing key performance indicators KPIs.
- Developing plans for improving practices and processes in the future.
- Presenting recommendations and preparing final reports.

Registration form on the Training Course: Advanced Activities and Event Management

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Payment Method

- Please find enclosed a cheque made payable to Global Horizon
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