



*Training Course:
Certified Event Manager*

*24 - 28 November 2025
Cape Town (South Africa)
DoubleTree by Hilton Cape Town - Upper Eastside*

Training Course: Certified Event Manager

Training Course code: MA235344 From: 24 - 28 November 2025 Venue: Cape Town (South Africa) - DoubleTree by Hilton Cape Town - Upper Eastside Training Course Fees: 5950 € Euro

Introduction:

The Certified Event Manager program is a comprehensive training designed to equip participants with the knowledge, skills, and certifications necessary to excel in the dynamic field of event management. Whether you're an aspiring event planner seeking to enter the industry or an experienced professional looking to enhance your expertise, this program will provide you with the tools and credentials needed to succeed in planning, organizing, and executing memorable events.

Target Audience:

This program is ideal for individuals interested in pursuing a career in event management, including:

- Aspiring event planners and coordinators
- Marketing and communications professionals
- Hospitality and tourism professionals
- Entrepreneurs looking to start event planning businesses

No prior experience in event management is required, making this program suitable for beginners and seasoned professionals alike.

Objectives:

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

- Understand the fundamentals of event management, including event planning, budgeting, marketing, and execution.
- Develop essential skills in project management, communication, negotiation, and problem-solving.
- Gain insights into industry best practices, trends, and technologies shaping the event management landscape.
- Acquire hands-on experience through practical exercises, case studies, and real-world simulations.
- Earn a recognized certification as a Certified Event Manager, validating their expertise and credibility in the field.

Outlines:

Day 1:

Introduction to Event Management

- Understanding the role of an event manager
- Overview of the event planning process
- Identifying different types of events and their objectives
- Introduction to event budgets and financial planning

Day 2:

Event Planning Essentials

- Developing event concepts and themes
- Creating event timelines and schedules
- Selecting venues and vendors
- Managing logistics, including transportation and accommodations

Day 3:

Marketing and Promotion Strategies

- Crafting event marketing plans and campaigns
- Utilizing digital marketing channels, including social media and email marketing
- Implementing traditional marketing tactics, such as print and media advertising
- Measuring the effectiveness of marketing efforts and ROI

Day 4:

Event Execution and Management

- Managing event day operations and logistics
- Coordinating with vendors, staff, and volunteers
- Handling emergencies and unforeseen challenges
- Conducting post-event evaluations and debriefings

Day 5:

Advanced Topics in Event Management

- Exploring industry trends and emerging technologies
- Incorporating sustainability and CSR initiatives into event planning
- Enhancing attendee engagement and experience through interactive elements
- Strategies for career advancement and professional development 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

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Full Name (Mr / Ms / Dr / Eng):
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Person Responsible for Training and Development

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Payment Method

- Please find enclosed a cheque made payable to Global Horizon
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