



*Training Course:  
Advanced Event Strategy & Operations for  
Managers*

*24 November - 5 December 2025  
Madrid (Spain)  
Pestana CR7 Gran Vía*

## Training Course: Advanced Event Strategy & Operations for Managers

Training Course code: MA236113 From: 24 November - 5 December 2025 Venue: Madrid (Spain) - Pestana CR7 Gran Vía  
Training Course Fees: 9000 € Euro

### Introduction:

In today's competitive and dynamic environment, event management at the managerial level demands more than just operational execution. It requires strategic thinking, cross-functional leadership, risk assessment, and the ability to align events with broader organizational goals. This program is designed to equip experienced event managers and coordinators with the advanced skills necessary to plan, manage, and evaluate high-level events that deliver value, create impact, and drive stakeholder engagement.

Through real-world case studies, simulations, and advanced tools, participants will master event strategy, budgeting, marketing integration, vendor management, logistics coordination, and post-event analytics – all tailored for leaders in the field.

### Objectives:

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

- Develop and implement strategic event plans aligned with business objectives.
- Manage high-stakes events with complex stakeholder dynamics.
- Integrate branding, marketing, and digital engagement into event planning.
- Evaluate and mitigate risks in multi-layered event operations.
- Oversee contracts, vendor negotiations, and legal compliance.
- Apply leadership practices for managing event teams and cross-functional roles.
- Measure and report on ROI and event performance metrics.
- Implement sustainable and inclusive event strategies.

### Target Audience:

- Senior Event Managers and Directors
- Corporate Communications and PR Managers
- Marketing and Branding Leaders
- Government and Public Sector Event Coordinators

- Protocol and VIP Relations Officers
- Executive Assistants and Strategic Planning Officers involved in events

## Training Methodology:

- Strategic planning simulations
- Interactive case studies
- Group exercises and team planning tasks
- Vendor and budget management workshops
- Crisis management drills
- Real-world event analysis and benchmarking
- Peer reviews and facilitated discussion

## Training Outlines

### Day 1:

#### Strategic Role of Events in Organizational Success

- Positioning events as strategic tools
- Aligning events with business and communication objectives
- Case study: National vs. corporate event strategy

### Day 2:

#### Advanced Event Planning Frameworks

- Strategic planning vs. operational execution
- Lifecycle of an event from concept to closure
- Stakeholder mapping and alignment

### Day 3:

#### Event Budgeting, Financial Planning, and ROI

- Budget forecasting and cost control techniques

- Sponsorship acquisition and financial modeling
- Measuring ROI and event value creation

Day 4:

Marketing, Branding, and Media Integration

- Strategic marketing plans for high-impact events
- Event branding, identity, and message consistency
- Media partnerships and press relations

Day 5:

Leadership in Event Team and Stakeholder Management

- Building and leading multi-disciplinary teams
- Internal and external stakeholder communication
- Delegation, supervision, and performance monitoring

Day 6:

Vendor Management and Contract Negotiation

- RFPs, tenders, and selection criteria
- Contractual terms, SLAs, and risk clauses
- Managing vendor relationships and accountability

Day 7:

Venue, Logistics, and Technical Operations

- Advanced venue selection strategies
- Technology setup, AV, and logistics coordination
- Accessibility, mobility, and space planning

Day 8:

Risk Management and Crisis Response

- Identifying potential risks and contingency planning
- Legal, safety, and compliance in events
- Crisis communication and response protocols

#### Day 9:

##### Sustainability and Inclusion in Events

- Environmentally responsible event planning
- Inclusivity and accessibility standards
- ESG Environmental, Social, Governance considerations

#### Day 10:

##### Evaluation, Reporting, and Post-Event Strategy

- Post-event reports and stakeholder presentations
- Feedback collection and analysis tools
- Lessons learned and continuous improvement cycle

## Registration form on the Training Course: Advanced Event Strategy & Operations for Managers

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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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### Company Information

Company Name: .....  
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### Person Responsible for Training and Development

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

- ☐ Please find enclosed a cheque made payable to Global Horizon
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