



*Training Course:
Event & Conference Management*

*13 - 17 October 2025
London (UK)
Landmark Office Space - Portman Street*

Training Course: Event & Conference Management

Training Course code: MA236218 From: 13 - 17 October 2025 Venue: London (UK) - Landmark Office Space - Portman Street Training Course Fees: 5500 € Euro

Introduction

In today's fast-paced world, effective event and conference management is critical to delivering high-impact experiences that align with organizational objectives. From corporate summits to international exhibitions, the ability to plan, coordinate, and manage events is a vital skill across industries. This 5-day training program provides a strategic and operational framework for managing events from concept to completion. It combines international best practices with hands-on techniques to ensure participants can execute events that are engaging, efficient, and aligned with stakeholder expectations.

Program Objectives

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

- Understand the full event lifecycle, from planning to post-event evaluation.
- Develop detailed event plans, timelines, and budgets.
- Select venues, vendors, and partners strategically.
- Manage logistics including registration, catering, technical requirements, and risk mitigation.
- Implement effective marketing and communication strategies for event promotion.
- Handle on-site coordination and crisis management effectively.
- Evaluate event success using key performance indicators KPIs and feedback mechanisms.

Target Audience

- Event planners and coordinators
- Public relations and marketing professionals
- Administrative staff responsible for organizing meetings and conferences
- Staff working in hospitality, tourism, or event agencies
- Anyone looking to build a career in event or conference management

Course Methodology

- Interactive presentations and discussions
- Case studies and group exercises
- Hands-on planning simulations
- Real-life examples and tools
- Team activities and feedback sessions

Outline

Day 1: Introduction to Event and Conference Management

- Overview of the events industry and key trends
- Understanding different types of events corporate, social, academic, etc.
- Roles and responsibilities of the event manager
- The event lifecycle: planning, execution, evaluation
- Identifying event goals and objectives

Day 2: Strategic Planning and Budgeting

- Creating an event master plan
- Budget planning and cost control
- Venue selection and site inspections
- Developing event timelines and checklists
- Legal and contractual considerations

Day 3: Logistics and Operational Management

- Vendor selection and coordination catering, AV, security, transportation, etc.
- Guest registration systems and ticketing platforms

- Protocol and VIP guest management
- Technical and equipment setup
- Risk assessment and contingency planning

Day 4: Marketing, Promotion, and Communication

- Building an event brand and theme
- Digital and traditional event marketing strategies
- Social media, email campaigns, and influencer engagement
- Media relations and press releases
- Communication with stakeholders, sponsors, and attendees

Day 5: On-Site Management and Post-Event Evaluation

- On-the-day coordination: roles and responsibilities
- Managing staff, volunteers, and vendors on-site
- Dealing with unexpected issues and crisis management
- Collecting feedback and measuring ROI
- Post-event reporting and lessons learned

Registration form on the Training Course: Event & Conference Management

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

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Payment Method

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