



*Training Course:
Event Planning and Management: Coordinating
Events*

*18 - 22 January 2027
Madrid (Spain)*

Training Course: Event Planning and Management: Coordinating Events

Training Course code: SC235068 From: 18 - 22 January 2027 Venue: Madrid (Spain) - Training Course Fees: 6300 € Euro

Introduction:

This training program is designed to provide participants with the essential skills and knowledge needed to plan and manage successful events. The program will cover various aspects of event planning, from developing a concept to executing a plan and evaluating the success of an event. Participants will learn how to coordinate different elements of an event, including budgeting, marketing, logistics, risk management, and more.

Objectives:

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

- Develop an event concept and design a plan to execute it
- Create a budget and manage finances for an event
- Develop a marketing plan to promote an event
- Coordinate event logistics, including venue selection, catering, and audiovisual needs
- Develop a risk management plan to mitigate potential issues during an event
- Evaluate the success of an event and identify areas for improvement

Target Audience:

This training program is suitable for anyone who is involved in event planning and management, including:

- Event planners and coordinators
- Marketing and communications professionals
- Operations and logistics staff
- Project managers
- Anyone who is responsible for planning and executing events

Outline:

Day 1:

Introduction to Event Planning and Management

- Overview of event planning and management
- Understanding the event planning process
- Developing an event concept
- Conducting research and analysis
- Creating an event plan

Day 2:

Budgeting and Financial Management

- Creating a budget for an event
- Managing finances and expenses
- Negotiating with vendors and suppliers
- Identifying potential revenue streams
- Evaluating financial performance

Day 3:

Marketing and Communications

- Developing a marketing plan for an event
- Creating promotional materials
- Utilizing social media and other marketing channels
- Public relations and media outreach
- Tracking and measuring marketing success

Day 4:

Logistics and Operations

- Selecting a venue and managing logistics
- Coordinating catering and audiovisual needs
- Managing event staff and volunteers
- Dealing with emergencies and contingencies
- Evaluating operational success

Day 5:

Risk Management and Evaluation

- Identifying and managing risks during an event
- Developing a risk management plan
- Evaluating event success and identifying areas for improvement
- Gathering feedback and conducting surveys
- Creating an action plan for future events

Registration form on the Training Course: Event Planning and Management: Coordinating Events

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

Delegate Information

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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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