



*Training Course:
Hospitality Events and Conferences Management*

*29 March - 2 April 2027
Casablanca (Morocco)*

Training Course: Hospitality Events and Conferences Management

Training Course code: MA234591 From: 29 March - 2 April 2027 Venue: Casablanca (Morocco) - Training Course Fees: 4725 € Euro

Introduction

The success of events and conferences within the hospitality industry depends on effective planning, coordination, and execution. This program, developed by [Global Horizon Training Center](#), provides participants with the essential knowledge and practical skills required to manage events and conferences professionally within hospitality environments.

The course covers the full event lifecycle—from concept development and planning to execution and post-event evaluation—while integrating hospitality service excellence, customer experience, and operational efficiency. Participants will gain hands-on insights into managing venues, coordinating stakeholders, controlling budgets, and delivering memorable events that meet organizational objectives and client expectations.

Course Objectives

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

- Understand the fundamentals of event and conference management within hospitality
- Plan and organize events from concept to execution
- Manage logistics, venues, and service delivery effectively
- Coordinate with vendors, suppliers, and stakeholders
- Develop budgets and control event costs
- Apply marketing and promotional strategies for events
- Ensure high-quality customer experience and service excellence
- Manage risks and handle unexpected challenges during events
- Evaluate event performance and implement improvements

Target Audience

This program is designed for:

- Hospitality and Hotel Management Professionals
- Event and Conference Coordinators
- Operations and Banquet Managers
- Marketing and Public Relations Professionals
- Tourism and Hospitality Students
- Individuals involved in organizing corporate or social events

- Professionals seeking to enter the event management field

Outline

Day 1: Fundamentals of Events and Conferences Management

- Introduction to Event and Conference Management
- Types of Events in Hospitality Corporate, Social, MICE
- Roles and Responsibilities of Event Managers
- Event Lifecycle Overview
- Understanding Client Needs and Expectations
- Event Concept Development and Planning

Day 2: Event Planning and Logistics Management

- Venue Selection and Site Inspection
- Event Scheduling and Timeline Development
- Logistics Planning Transportation, Accommodation, Equipment
- Vendor and Supplier Management
- Contracting and Negotiation Basics
- Resource Planning and Coordination

Day 3: Budgeting, Marketing, and Promotion

- Event Budget Planning and Cost Control
- Revenue Management for Events
- Sponsorship and Partnership Opportunities
- Marketing Strategies for Events and Conferences
- Digital Promotion and Social Media Marketing
- Branding and Guest Experience Design

Day 4: Event Operations and Execution

- On-site Event Management and Coordination
- Managing Hospitality Services Catering, Guest Services
- Team Management and Communication
- Handling Challenges and Crisis Situations
- Health, Safety, and Security Considerations
- Ensuring Service Quality and Customer Satisfaction

Day 5: Post-Event Evaluation and Continuous Improvement

- Event Performance Measurement and KPIs
- Collecting Feedback from Clients and Attendees
- Post-Event Reporting and Analysis
- Identifying Lessons Learned and Best Practices
- Continuous Improvement in Event Management
- Future Trends in Hospitality Events and Conferences

Registration form on the Training Course: Hospitality Events and Conferences Management

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

Delegate Information

Full Name (Mr / Ms / Dr / Eng):
Position:
Telephone / Mobile:
Personal E-Mail:
Official E-Mail:

Company Information

Company Name:
Address:
City / Country:

Person Responsible for Training and Development

Full Name (Mr / Ms / Dr / Eng):
Position:
Telephone / Mobile:
Personal E-Mail:
Official E-Mail:

Payment Method

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