Course Overview:

It is showtime; lights, curtains and action on the big corporate event that you have been planning for months. This moment could be a triumph or a disaster. A major event has a million moving parts and all must come together perfectly at the same time. Add a squirt of creativity and you will have an occasion that builds both your reputation and your organisation's brand. It will be remembered fondly for all of the best reasons. Get it wrong and it will be remembered in a totally different way.

Course Objective:

- Understand the principles and key elements of successful conferences and events
- Know how to source ideas and to research and deliver a winning proposal
- Demonstrate the skills of a good event planner including sourcing venues, speakers and suppliers and managing VIPs and the media
- Understand how to publicise and market your event
- Manage an event team and hold event meetings successfully

Course Outline:

- An Introduction To The Perfect Event Proposal
- Key Qualities And Skills Of An Event Manager
- Creating A First-Class Event Brief, Identifying Event Goals
- Starting The Perfect Planning Process
- Project Management
- Setting SMART Objectives
- Creating The Multi-Disciplinary Team To Deliver Your Event
- Timing To Perfection
- Turning Your Time Line Into A Project Gantt Chart
- Event Running Order Time Management, Scheduling And Crew Rosters
- Sourcing Venues, Speakers And Entertainment
- Conducting A Full Risk Assessment And Documenting It
- Building Your Brand And Reputation
- The "Stage Management" Of The Event
- Ensuring The Event Is On Message And On Brand
- Greeting Guests – Hosting, Welcome Desk – Set Up And Management
- Working With Vips And Senior Leaders
- Putting It All Together For Success
- Marketing The Event And Guest Invitations
- Generating News Through An Event – Inviting The Media And Bloggers
- Invitations, Press Releases, Press Office, The Press Pack And Gifts
- Managing Filming And Photography On Site
- Measuring Event Success

Who Should Attend:

- Meeting planners
- Event managers and marketers
- PR professionals

Training Language:

Eng/Ar

Training Methodology:

- Presentation & Slides
- Audio Visual Aids
- Interactive Discussion
- Participatory Exercise
- Action Learning
- Class Activities
- Case Studies
- Workshops
- Simulation

-Hospitality professionals
-Hoteliers