

Event Management

Management & Leadership
Geneva (Switzerland)
13 Jan - 07 Feb 2025

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Event Management

Ref: 321852_148654 **Date:** 13 Jan - 07 Feb 2025 **Location:** Geneva (Switzerland) **Fees:** 0 Euro

Introduction

Event management is a multifaceted field that requires careful planning, coordination, and execution to ensure successful events. This 16-day course aims to provide participants with a comprehensive understanding of event management, from conceptualization to post-event evaluation. Participants will learn the principles, strategies, and practical skills required to plan and execute a wide range of events, from corporate conferences to social gatherings.

Objectives

- Introduce participants to the fundamentals of event management.
- Equip participants with the skills to plan and execute events of various types and sizes.
- Teach participants event marketing and promotion strategies.
- Foster an understanding of budgeting, logistics, and risk management in event planning.
- Enable participants to create detailed event plans and manage event teams effectively.
- Provide opportunities for hands-on event planning and coordination.

Course Outline

Week 1

Day 1: Introduction to Event Management

- The significance of events in various sectors.
- Types of events and their purposes.
- The role of an event manager.

Day 2: Event Planning Process

- The event planning lifecycle.
- Defining event objectives and goals.
- Creating a preliminary event concept.

Day 3: Event Concept Development

- Developing a unique event concept.
- Theme development and branding.
- Event design and decor considerations.

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Day 4: Budgeting and Financial Management

- Event budgeting and cost estimation.
- Revenue sources and sponsorship.
- Financial tracking and reporting.

Week 2

Day 5: Venue Selection and Logistics

- Criteria for selecting event venues.
- Negotiating contracts with venues and suppliers.
- Logistics planning and risk management.

Day 6: Event Marketing and Promotion

- Event marketing strategies and channels.
- Creating compelling event invitations and promotional materials.
- Leveraging social media and online marketing.

Day 7: Registration and Ticketing

- Setting up event registration systems.
- Ticket pricing strategies.
- Managing attendee data and communications.

Day 8: Event Technology and Equipment

- Event technology trends.
- AV equipment, lighting, and sound systems.
- Technical support and troubleshooting.

Week 3

Day 9: Event Catering and Food Services

- Menu planning and dietary considerations.
- Catering contracts and negotiations.
- Food safety and quality assurance.

Day 10: Event Team Management

- Building and managing event teams.
- Roles and responsibilities of event staff.

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- Effective communication and coordination.

Day 11: Event Program and Agenda

- Creating event programs and schedules.
- Managing speakers, presenters, and entertainment.
- Ensuring a seamless flow of activities.

Day 12: Event Security and Emergency Preparedness

- Security planning and risk assessment.
- Emergency response plans and procedures.
- Ensuring attendee safety.

Week 4

Day 13: On-Site Event Coordination

- Pre-event setup and testing.
- Managing event logistics on the day of the event.
- Troubleshooting and problem-solving.

Day 14: Post-Event Evaluation

- Conducting post-event surveys and feedback analysis.
- Evaluating event success against objectives.
- Reporting and documentation.

Day 15: Specialized Events e.g., Weddings, Corporate Conferences

- Understanding the unique aspects of specialized events.
- Tailoring event planning and management strategies.

Day 16: Final Projects and Course Review

- Participants work on final event planning projects.
- Presenting and discussing final projects.
- Course review, Q&A, and certification.

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