

Events and Conferences Management Training

Description

Introduction

This program is designed for:

Managers, supervisors and officers involved in the planning or management of events, exhibitions and conferences as well as managers and officers of Public Relations.

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Objectives

- Plan and prepare for professional and conferences in a professional way.
- Identify the functions in an event or conference.
- Organize and assess the social activities in an event or conference.
- Prepare the estimated budget for a conference.
- Plan and organize different kinds of exhibitions.

Content

Events and Conferences

- Importance and Concepts
- Types of Events and Conferences

Planning for Events and Conferences

- Collecting Information Needed in Planning
- Setting Smart Objectives
- Preparing the Event Plan with Detailed Activities and Schedules
- Selecting the Venue and Agreeing on the Site of the Event or Conference

Organization of the Event or Conference

- Choosing the Human Resources for the Management of the Event or Conference

- Forming Different Specialized Committees
- Training/Motivating the Teams in Charge of Managing the Event or Conference

Promotional Activities for Events and Conferences

- Promotion and Advertisement of Events or Conferences
- Steps Needed for the Promotion and Marketing of the Event or Conference
- Setting a Plan for the Promotion of Events and Conferences

The Different Functions for Managing Events and Conferences

- The Official Airline Carrier
- Arrangements with Hotels
- Conference Registration Activities
- The Scientific Program and Choosing Speakers
- Media Coverage During the Event or Conference
- Managing the Event, Conference or Scientific Meeting
- The Different Social Activities

Organizing of Exhibitions

- Planning for Exhibitions
- Promoting and Marketing Exhibitions
- Renting Exhibition Space
- Organizing and Managing of Exhibitions
- Steps in the Actual Implementation of Exhibitions Plans

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The Financial Aspects of the Conference

- Preparing the Conference Budget
- Controlling Expenditures According to the Budget
- Deciding on the Registration Fees
- Controlling the Cash Flow

Follow Up and Evaluation of Conference and Events Activities

- Monitoring the Event or Conference Activities
- Dealing with Implementation Problems
- Preparing the Final Report