

# € TRAINING

Advanced Event Management

A group of four smiling professionals (two men and two women) in a meeting room. They are wearing white shirts. The woman in the foreground is wearing a black top and a necklace. The background is blurred, showing a modern office environment.

2 - 13 December 2024  
Casablanca (Morocco)  
New Hotel



# Advanced Event Management

REF: X1673 DATE: 2 - 13 December 2024 Venue: Casablanca (Morocco) - New Hotel Fee: 6265 Euro

## Introduction:

This training program provides participants with advanced skills and knowledge in event management. It empowers them to plan, execute, and evaluate complex events effectively, ensuring successful outcomes and memorable experiences for attendees.

## Program Objectives:

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

- Master advanced event planning and coordination techniques.
- Implement effective event marketing and promotion strategies.
- Manage event logistics and operations efficiently.
- Handle event budgeting and financial management.
- Evaluate event success and apply continuous improvement practices.

## Targeted Audience:

- Event Managers.
- Event Planners.
- Marketing Professionals.
- Corporate Event Coordinators.
- Hospitality Managers.

## Program Outline:

### Unit 1:

#### Advanced Event Planning:

- Strategic event planning techniques.
- Identifying and setting event objectives.
- Creating detailed event plans and timelines.

- Stakeholder management and communication.
- Risk assessment and contingency planning.

## Unit 2:

### Event Marketing and Promotion:

- Developing a comprehensive event marketing plan.
- Utilizing digital marketing and social media.
- Effective branding and messaging for events.
- Engaging with media and influencers.
- Measuring marketing campaign success.

## Unit 3:

### Event Logistics and Operations:

- Methods of Venue selection and management.
- Coordinating transportation and accommodation.
- Managing event technology and audiovisual requirements.
- Ensuring health and safety compliance.
- Approaches for On-site event coordination and management.

## Unit 4:

### Event Budgeting and Financial Management:

- Creating and managing event budgets.
- Cost control and financial planning.
- Revenue generation and sponsorship strategies.
- Financial reporting and analysis.
- Case studies on successful event budgeting.

## Unit 5:

## Vendor and Supplier Management:

- Selecting and negotiating with vendors and suppliers.
- Contract management and legal considerations.
- Building strong vendor relationships.
- Managing vendor performance.
- Case studies on vendor management.

## Unit 6:

### Event Design and Experience:

- Principles of event design and layout.
- Creating engaging and immersive experiences.
- Using technology to enhance attendee experience.
- Managing attendee flow and crowd control.
- Best practices in event decor and theming.

## Unit 7:

### Event Communication and Public Relations:

- Developing effective communication plans.
- Media relations and press management.
- Crisis communication strategies.
- Engaging with attendees and stakeholders.
- Measuring communication effectiveness.

## Unit 8:

### Sustainability in Event Management:

- Principles of sustainable event management.
- Reducing environmental impact of events.
- Implementing green practices and initiatives.

- Engaging stakeholders in sustainability efforts.
- Case studies on sustainable events.

## Unit 9:

### Post-Event Evaluation and Reporting:

- Techniques for evaluating event success.
- Collecting and analyzing attendee feedback.
- Post-event reporting and documentation.
- Applying lessons learned for future events.
- Continuous improvement in event management.

## Unit 10:

### Trends and Innovations in Event Management:

- Emerging trends in the event industry.
- Innovative event technologies and tools.
- The impact of virtual and hybrid events.
- Adapting to changing attendee expectations.
- Future directions in event management.