

# € TRAINING

Advanced Hospitality and Conference and  
Event Management



23 - 27 December 2024  
Kuala Lumpur (Malaysia)



# Advanced Hospitality and Conference and Event Management

REF: X2284 DATE: 23 - 27 December 2024 Venue: Kuala Lumpur (Malaysia) - Fee: 5300 Euro

## Introduction:

Welcome to the Advanced Hospitality and Conference and Event Management Training program! This comprehensive 5-day program is designed to provide participants with an in-depth understanding of advanced concepts and skills in the field of hospitality, conference, and event management. Throughout the program, participants will gain valuable knowledge and practical techniques to enhance their professional capabilities and excel in their roles.

## Program Objectives:

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

- Develop a deep knowledge of organizing advanced hospitality management principles, conference, event planning and execution.
- Learn effective strategies for marketing, promotion, and revenue management in the hospitality industry.
- Master the art of budgeting, financial management, and cost control in the hospitality sector.
- Develop leadership and team management skills specific to the hospitality and event management context.
- Understand the latest trends and technologies shaping the industry and their impact on operations.
- Cultivate problem-solving and decision-making abilities to handle complex hospitality and event scenarios.
- Foster strong communication and interpersonal skills for successful relationship building and problem solving with clients and stakeholders.

## Targeted Audience:

- Hotel and resort managers and supervisors.
- Event planners and coordinators.
- Conference and convention center staff.
- Tourism and hospitality professionals seeking specialization in events.
- Wedding planners and social event organizers.
- Restaurant and catering managers.

## Program Outlines:

## Unit 1:

### Fundamentals of Advanced Hospitality Management

- Emerging trends in the hospitality industry
- Advanced principles of customer service excellence
- Sustainable practices in hospitality operations
- Effective leadership and team management in the hospitality sector
- Innovative approaches to revenue management

## Unit 2:

### Conference and Event Planning and Execution

- Introduction to conference and event management
- Developing event concepts and themes
- Venue selection and contract negotiation
- Event logistics and operations management
- Risk assessment and contingency planning for events

## Unit 3:

### Marketing and Promotion Strategies for Hospitality and Events

- Developing marketing plans for hotels and events
- Digital marketing and social media strategies in the hospitality industry
- Public relations and media management for events
- Branding and positioning in the hospitality sector
- Sales techniques and negotiation skills for event professionals

## Unit 4:

### Financial Management and Cost Control in Hospitality

- Budgeting and financial planning for hospitality operations
- Pricing strategies and revenue optimization in hotels and events

- Cost control and expense management in the hospitality industry
- Financial analysis and performance evaluation in event management
- Contract and risk management in hospitality and events

## Unit 5:

### Advanced Conference and Event Management Techniques

- Technical production and audiovisual management for events
- Event design and decor concepts
- Sponsorship and partnership management for conferences and events
- Evaluating and measuring event success
- Trends and innovations in conference and event management