

€ TRAINING

Certified Event Planning Specialist CEPS



28 April - 2 May 2025
Casablanca (Morocco)



Certified Event Planning Specialist CEPS

REF: X351 DATE: 28 April - 2 May 2025 Venue: Casablanca (Morocco) - Fee: 3685 Euro

Introduction:

This program is designed to prepare participants for the certification exam only.

This training program is designed to provide participants with the fundamental knowledge and skills required to excel in event planning and management. It covers the entire process of organizing events, from conceptualization to execution, with a focus on planning, budgeting, logistics, and client communication.

Program Objectives:

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

- Understand the basics of event planning, including goal setting, logistics, and budgeting.
- Develop event concepts and effectively manage timelines and resources.
- Coordinate with vendors, venues, and teams to execute successful events.
- Implement strategies for risk management and problem-solving during events.
- Prepare for the CEPS certification exam.

Target Audience:

- Aspiring event planners and coordinators.
- Professionals looking to switch careers to event management.
- Personnel involved in corporate, social, or nonprofit event planning.
- Administrative staff who assist with organizing events.
- Entrepreneurs looking to establish an event planning business.

Program Outline:

Unit 1:

Fundamentals of Event Planning:

- Overview of the event planning industry.
- Key roles and responsibilities of an event planner.

- Types of events corporate, social, nonprofit, etc..
- Establishing event objectives and goals.
- Strategies for developing initial event concepts and themes.

Unit 2:

Budgeting and Financial Planning:

- Creating event budgets and managing costs.
- Identifying and managing revenue streams.
- Techniques for negotiating with vendors for cost-effective services.
- Contingency planning for unexpected expenses.
- Financial reporting and post-event analysis.

Unit 3:

Event Logistics and Coordination:

- Methods of Venue selection and layout planning.
- Managing event timelines and schedules.
- Managing the coordination of suppliers and vendors catering, entertainment....
- Techniques for On-site event management and troubleshooting.
- Managing event teams and volunteers.

Unit 4:

Client Communication and Marketing:

- Importance of building strong client relationships and managing expectations.
- Developing marketing strategies to promote events.
- Using social media and digital platforms for event marketing.
- Managing public relations for event success.
- Best practices for effective communication with clients and stakeholders.



Unit 5:

Exam Preparation for CEPS Certification:

- Overview of the Certification Exam Structure.
- Key Topics and Areas of Focus for the Exam.
- Sample Questions and their Potential Answers.
- Resources and Materials for Effective Exam Preparation.

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