

# Events and Conferences Management Course

## Venue Information

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**Venue:** London UK

**Place:**

**Start Date:** 2026-10-13

**End Date:** 2026-10-17

## Course Details

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**Net Fee:** £4750.00

**Duration:** 1 Week

**Category ID:** P,CS,SAMC

**Course Code:** P,CS,SAMC-21

## Syllabus

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### Course Syllabus

#### 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.

#### 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.

- 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

## **The Financial Aspects of the Conference**

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

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