

Events and Conferences Management Course

Venue Information

Venue: London UK

Place:

Start Date: 2026-04-14

End Date: 2026-04-18

Course Details

Net Fee: £4750.00

Duration: 1 Week

Category ID: P,CS,SAMC

Course Code: P,CS,SAMC-21

Syllabus

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