



External Training Course

Event Management Specialist (Planning and Delivering Successful Events)

From 29 Jan. To 02 Feb. 2024
From 19 Feb. To 23 Feb. 2024
From 04 Mar. To 08 Mar. 2024

**Marriott Marble Arch Hotel
London - UK**

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INTRODUCTION

This Event Management Specialist training seminar is a must for anyone aiming to include events as part of their Public Relations and Marketing activities. The face to face communication opportunities created by events provide business people with the most powerful of opportunities to influence their colleagues, clients and investors. Smooth well run events reflect well on any business building its reputation and standing. This training seminar provides a comprehensive grounding in all the basics of event management allowing attendees to effectively organise their own events or more closely manage contractors organising events for them. Key highlights of this training seminar are:

- What events can do for your PR and marketing strategy?
- Scheduling techniques to plan and deliver an event.
- Practical hints and tips on venue choice, stage management and different types of dining.
- Managing the media at your events to multiply outcomes.
- Advice on looking after guests and protocol for VIPs.

OBJECTIVES

At the end of this training seminar, delegates will have an understanding of the application of events as part of their PR or Marketing strategy:

- Delegates will be able to schedule and plan an event.
- Delegates will be familiar with a range of events they are likely to engage in and the requirements for their successful delivery.
- Delegates will be able to identify the most appropriate venues and activities for their events.
- Delegates will be able to manage the media at their events with confidence.
- Delegates will be able to troubleshoot event plans to identify potential problem areas before they emerge.

COURSE AGENDA & OUTLINE

DAY 1: The Role of Events in a Public Relations or Marketing Strategy

- An Overview of Public Relations and How Events fit in.
- The PR Transfer Process and the Six Point PR Plan.
- Assessing your needs.
- Choosing the Event to fit the Objective and Audience.
- A Review of the Different Types of Event available.
- Writing a Successful Event Proposal.

DAY 2: Event Planning, the Theory and Practice

- Scheduling - the long term plan.
- Event Running Order - timing of an event.
- Budget - staff, time, materials money.
- Choosing the Best Venue for your purpose.
- Accommodation.
- Layout for Different Events - Seating, etc.

DAY 3: Stage Management, Dining and Entertainment, Health and Safety

- "Stage Management" of the Event.
- Ensuring the Event is On-Message and On-Brand.
- Welcome Desk - Set Up and Management.
- Sets, Staging and Corporate Identity.
- Catering, Entertainment and Music at your Event.
- Staying Safe - Risk Assessment and Events.

DAY 4: Managing the Media at Your Events.

- Generating News through an Event.
- Inviting the Media - invitations and press releases.
- The Press Office, Press Pack and Gifts.
- Conducting Interviews and Briefing Interviewees.
- Creating a Lasting Record - Filming and Photography.
- Involving your In-house Media.

DAY 5: Invitations, VIPs and Bringing it all Together

- Invitation Process for Different and Protocols.
- Working with VIPs.
- Meet and Greet.
- Hosting and Farewell.
- Follow-up.
- Building an Event Management Team.