



HOSPITALITY EVENTS & Conferences Management

Course Introduction:

Develop core hospitality skills coupled with the skills needed to enhance customer experience during an event. You learn to combine strategic thinking and solid event planning skills before an event with the flexibility and quick thinking required on the day.

Course Objectives:

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

- Plan and prepare for events and conferences in a professional way.
- Organize the different functions in the event or conference.
- Control and supervise the different scientific and social activities in the event or conference.
- Prepare the estimated budget for the conference.
- Plan and organize different kinds of exhibitions.

Who Should Attend?

Managers, supervisors and officers involved in the planning or management of events and conferences as well as managers and officers of public relations.

Course Outline:

Events and Conferences

- Importance and Concepts

Planning for Events and Conferences

- Preparing the Event Plan
- Selecting the Venue for 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 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

The Different Functions for Managing Events and Conferences

- The Official Airline Carrier
- Arrangements with Hotels
- Conference Registration Activities
- The Scientific and Social Programs of the Conference
- Media Activities
- Managing the Event or Conference Different Sessions

Organizing of Exhibitions

- Planning for Exhibitions
- Promoting Exhibitions
- Organizing and Managing of Exhibitions
- Steps in the Actual Implementation of Exhibitions

The Financial Aspects of the Conference

- Preparing the Conference Budget
- Controlling Expenditures According to the Budget
- Specifying the Registration Fees

Follow Up and Evaluation of Conference and Events Activities

- Preparing the Final Report on the Event or Conference

Course Certificate:

International Center for Training & Development (ICTD) will award an internationally recognized certificate(s) for each delegate on completion of training.

Course Methodology:

A variety of methodologies will be used during the course that includes:

- (30%) Based on Case Studies
- (30%) Techniques
- (30%) Role Play
- (10%) Concepts
- Pre-test and Post-test
- Variety of Learning Methods
- Lectures
- Case Studies and Self Questionnaires
- Group Work
- Discussion
- Presentation

Course Fees:

To be advised as per the course location. This rate includes participant's manual, and-Outs, buffet lunch, coffee/tea on arrival, morning & afternoon of each day.

Course Timings:

Daily Course Timings:

08:00 - 08:20	Morning Coffee / Tea
08:20 - 10:00	First Session
10:00 - 10:20	Coffee / Tea / Snacks
10:20 - 12:20	Second Session
12:20 - 13:30	Lunch Break & Prayer Break
13:30 - 15:00	Last Session

