

# € TRAINING

Hospitality Events and Conferences  
Management



7 - 11 October 2024  
Casablanca (Morocco)  
New Hotel



# Hospitality Events and Conferences Management

REF: X359 DATE: 7 - 11 October 2024 Venue: Casablanca (Morocco) - New Hotel Fee: 3685 Euro

## Introduction:

The Hospitality Events and Conferences Management program is a specialized training program designed to equip individuals with the skills and knowledge necessary for orchestrating successful events and conferences within the hospitality industry through theoretical learning and hands-on practical exercises. Participants gain expertise in event coordination, venue selection, and catering services, preparing them for rewarding careers in event management..

## Program Objectives:

At the end of this program the participants will be able to:

- Identifying Event Types for Strategic Planning
- Organizing Committees and Motivating Teams
- Developing Promotional Strategies for Events
- Functions of Event Management
- Financial Planning and Control for Conferences
- Exhibition Planning and Organization
- Evaluating Activities and Follow-up Procedures
- Supervising Scientific and Social Activities

## Targeted Audience:

- PR Managers
- PR Professionals
- Marketing Professionals
- Professionals involved in the planning or management of events, exhibitions and conferences

## Program Outlines:

### Unit 1:

### Events and Conferences Planning:

- Types and definition of events and conferences.
- Aim, importance, and concepts of a conference.
- 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.

## Unit 2:

### Event, Conference, and Exhibition Organization, Evaluation, and Follow-up :

- Staffing Event Management Teams.
- Establishing Specialized Committees.
- Training and Motivating Event Teams.
- Significance of Exhibitions in Conferences.
- Monitoring Event Activities and SMART Objectives.
- Benefits and Key Factors in Event Assessment.
- Coordination and Follow-up Committee Responsibilities.

## Unit 3:

### Promotional Activities for Events and Conferences:

- Marketing the conference.
- Factors attracting participants.
- 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.

## Unit 4:

### The Different Functions for Managing Events and Conferences:

- The official airline carrier.

- Arrangements for accommodation.
- Conference registration process.
- Social programs.
- Public relations and media.

## Unit 5:

### The Financial Aspects of The Conference:

- Preparing the conference budget.
- Fixed expenses.
- Variable expenses.
- Conference revenues.
- Determining the registration fees.
- The financial committee.