€TRAINING

Hospitality Events and Conferences Management

12 - 16 August 2024
Kuala Lumpur (Malaysia)

Hospitality Events and Conferences Management

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.