



أكاديمية الزمالة العربية البريطانية  
Arab British Academy Fellowship  
A.B.A.F





# Events and Conferences Management



## Why Attend

This course presents principles and practices for individuals who plan and organize events, meetings, conferences, or conventions. By gaining a clear understanding of the event planning process, developing management skills and getting familiar with the best practices in the event industry, participants will be better prepared to run their own event or conference. This course will also cover event planning tools to manage time, space, money, human resources, information, materials and problems that may arise through the event planning process.

## Course Methodology

The course is designed to be interactive and participatory, and includes various learning tools to enable the participants to operate effectively and efficiently in a multifunctional environment. The course is based on four learning pillars: concept learning (lectures and presentations), role playing (group exercises), experience sharing (roundtable discussions) and exposure to real world problems and policy choices confronting delegates.

## Course Objectives

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

- Identify the types of events and conferences in order to execute a more effective plan



- Organize, assess and motivate various committees involved in managing events and conferences
- Promote their events and conferences by planning and setting a step by step promotional plan
- Explain the various functions for managing events and conferences
- Prepare and control the financial aspects of a conference
- Plan and organize different kinds of exhibitions
- Examine all activities in order to evaluate them and to follow up on the events

## Target Audience

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

## Target Competencies

- Planning, organizing and leading
- Analyzing and evaluating
- Verbal communication skills
- Building rapport
- Delivering and receiving accurate feedback



- **Events and conferences planning**
  - Definition of events and conferences
  - Types of events and conferences
  - Aim of a conference
  - Importance and concepts
  - 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 human resources for the management of the event or conference
  - Forming different specialized committees



- Training and motivating the teams in charge of managing the event or conference
- **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
- **The different functions for managing events and conferences**
- The official airline carrier
- Arrangements for accommodation
- Conference registration process
- Social programs
- Public relations and media
- **The financial aspects of the conference**
- Preparing the conference budget
- Fixed expenses
- Variable expenses
- Conference revenues
- Determining the registration fees
- The financial committee
- **Organizing exhibitions**
- Importance of exhibitions in conferences
- Goods and services in a conference
- Pricing policy in exhibitions
- Application for an exhibition
- Promoting the exhibition
- Managing exhibitions
- Criteria for selecting exhibitors
- Contacting exhibitors
- **Follow up and evaluation of conference and events activities**
- Monitoring the event or conference activities
- 'SMART' objectives
- Key factors in assessment
- Benefits of follow up
- The coordination and follow up committee
- Follow up and evaluation



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