

# **Certified Event management**

**Duration: 40 Hours (5 Days)**

## **Overview**

Certified Event Management Training offers comprehensive insight into orchestrating both internal and external corporate events, blending practical skills and Strategic planning. Over five days, participants delve into Managing conferences, workshops, and various corporate events aimed at fostering connections and enhancing organizational reputation. Graduates from the course emerge with the ability to plan, organize, and execute events meticulously, ensuring they align perfectly with business goals. This training empowers participants with frameworks for anticipating challenges and handling multiple tasks effectively, preparing them to seamlessly integrate Advanced management tools for Optimal resource allocation and Financial handling. The training format includes lectures, practical workshops, and group discussions, ensuring a well-rounded educational experience.

## **Audience Profile**

Certified Event Management Training by Koenig Solutions hones skills for successful planning and execution of various corporate events. Essential for professionals in event and corporate management.

- Target Audience and Job Roles:
- Event Managers and Coordinators
- Corporate Communication Managers
- Marketing and Sales Professionals
- Human Resources Professionals involved in event planning
- Public Relations Officers
- Administrative and Executive Assistants
- Team Leaders and Managers involved in employee engagement
- Stakeholder and Client Relations Managers
- Project Managers
- Business Development Managers
- Operations Managers who oversee corporate events
- Professional Conference Organizers (PCOs)
- Directors and Executives responsible for corporate hospitality

## **Course Syllabus**

### **Training Objectives**

- Upon completing this training successfully, participants will be empowered with the following:
- Complete knowledge and information of hospitality events and conferences and the importance of their
- seamless and successful management
- The knowledge, confidence, and skill to successfully plan and manage internal events such as
- conferences and workshops within a limited and defined time frame
- The capability, knowledge, and confidence to plan, organize, and manage external events over days
- and on a large scale, successfully meeting the desired objective and appropriately appealing to the

- target audience
- The required planning and organization skills to ensure that all necessary checkpoints are reviewed
- and confirmed in advance to avoid any glitches at or during the events
- The awareness and foresight to pre-plan and make arrangements for any anticipated issues or roadblocks to the event
- Complete understanding and information of different types of events, target audience, and the important pointers when planning different events
- The required multitasking skills to be able to successfully manage multiple events at the same time
- The confidence and experience to handle and overcome common challenges such as multitasking
- between events, resource allocation, budget management, etc.
- The confidence and skill to work with advanced tools and techniques to seamlessly manage financials
- and other resources related to the event

## Training Outlines

### 1 Day

- Types of corporate events
- Trade shows/exhibitions
- Appreciation events/incentive trips
- Product launches
- Business dinners and other team-building events
- Conferences
- Charity events
- Board meetings
- Types of conferences
- Symposium
- Seminar
- Colloquium
- Workshop
- Roundtable
- Different target audiences for corporate events

### 2 Day

- Employees
- Board members/stakeholders
- Clients
- Potential clients
- Purpose of corporate events
- Education
- Reward and motivation
- Collaboration
- Celebration (marking key milestones)
- Management of organizational change

### 3 Day

- Aspects of corporate event management
- Management meetings
- Office support
- Marketing and sales
- Communication
- Education and training
- Corporate foundation

## 4 Day

- Components of a corporate planning checklist
- Strategic location
- Alignment of client goals with event activities
- Selection of reliable management tools
- Building of connections
- Promotion

## 5 Day

- Importance of corporate hospitality events
- Creating a good first impression
- Building relationships
- Creating loyalty
- Fostering a competitive edge
- Creating opportunities
- Gauging potential return on investment
- Entertaining key employees and stakeholders
- Core event management challenges
- Management of multiple events
- Resource allocation
- Budget allocation and utilization
- Management of content