

Practical Event Management Course

Our unique, one day open course in event management is run by industry experts, and taught in a relaxed, but professional style designed to teach, inspire, instill confidence and achieve measurable results in its' delegates; and ensure that their companies can hold their own in the competitive world of international events.

Who Should Attend?

PA's, administrators, HR personnel and marketers are finding themselves thrown into the deep end when it comes to their new responsibility for event management. This course is aimed at individuals seeking to explore event management as a potential career choice, or broaden their skills and knowledge of events.

Our Course Will Be Relevant for those Seeking Experience in Organising:

- Conferences and Corporate Events
- Exhibitions and Trade Fairs
- Concerts and Public Events
- Retail/Shopping Malls – events and promotional campaigns
- Sales Promotions and Road Shows
- Music Events and Festivals
- Award Ceremonies and Gala Dinners



Course Content:

In Summary:

- An overview of event management as part of the marketing mix
- Brief study of different types of events and what can be achieved through each
- Budgeting and event costings
- Supplier sourcing and liaison, negotiation skills
- PR and marketing to maximise attendance and opportunity
- Event production, operations and logistics
- Creative event management, AV and special effects
- Event monitoring and evaluation – how to measure the success of your event

Trainer

Dubai based international events industry professional, Kate Bowery, who offers extensive experience, knowledge and training across all sectors of the events industry.

Special attendance by an additional industry professional, offering a case study detailing the requirements of marketing and organising high profile events.

Date: 27th April 2009

Time: 9.00am – 5.00pm

Location: The Fairmont Hotel, Sheikh Zayed Road, Dubai

Cost: AED1,595.00 pp + optional ½ day hosted tour of Palme Exhibition AED250.00 pp

Booking Enquiries: bookings@espinternational.ae

Further information: Rebecca Wilson or Danielle Lavin on 04 369 0798/0797