

EVENT AND CONFERENCE MANAGEMENT

Kuala Lumpur - Malaysia
17 - May 2027 - 21 - May 2027
\$5,800



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Introduction

Effective planning and management of events and conferences require a blend of creativity, organizational skills, and strategic thinking. Professionals working in this field must understand how to align event goals with organizational objectives, ensure smooth operations, and create meaningful experiences for attendees. This course offered by Gentex Training Center is designed to equip participants with the knowledge and practical tools needed to plan, manage, and evaluate successful events and conferences. From setting budgets and selecting venues to managing vendors and coordinating logistics, every key aspect will be covered in detail. Participants will gain both theoretical understanding and practical insights through case studies, simulations, and group activities.

Event and Conference Management Course Objectives

- Understanding the event lifecycle and project planning techniques.
- Identifying the key phases of event management, from concept development to post-event evaluation.
- Learning how to select suitable venues and negotiate with vendors effectively.
- Developing budgeting, scheduling, and risk management plans.
- Applying communication and marketing strategies to promote events.
- Gaining practical skills in managing teams, contractors, and stakeholders.
- Ensuring high-quality participant experience and smooth event execution.

Course Methodology

The course combines instructor-led presentations, real-world case studies, group discussions, role-play, and hands-on planning exercises to ensure interactive learning and practical application.





Who Should Take This Course

- Public relations professionals
- Event planners and coordinators
- Administrative and executive assistants
- Marketing and communication teams
- Corporate communication officers
- Project managers involved in event execution

Event and Conference Management Course Outlines

Day 1: Fundamentals of Event and Conference Planning

- Overview of the event management industry
- Event categories and types
- The event lifecycle: pre-event, during-event, and post-event
- Project planning and goal setting
- Stakeholder identification and engagement
- Legal and ethical considerations in events

Day 2: Budgeting, Scheduling, and Venue Selection

- Budget preparation: cost estimation and resource allocation
- Managing financial risks and vendor contracts
- Venue selection criteria and site inspection
- Understanding permits, insurance, and legal documentation
- Developing a master timeline and production schedule

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- Coordination with suppliers and service providers

Day 3: Marketing, Communication, and Promotion

- Building an event marketing strategy
- Online and offline promotion techniques
- Social media engagement and digital advertising
- Branding and design elements for events
- Writing compelling invitations, press releases, and event programs
- Registration and ticketing systems

Day 4: Execution and On-site Management

- Event setup and logistics coordination
- Managing volunteers, teams, and vendors
- Risk management and contingency planning
- Technology in events: audio-visuals, apps, and live streaming
- Crisis management and troubleshooting during events
- Monitoring and quality assurance

Day 5: Post-Event Activities and Evaluation

- Post-event follow-up and communication
- Collecting feedback from attendees and stakeholders
- Data analysis and event reporting
- Measuring success and ROI (Return on Investment)
- Lessons learned and continuous improvement
- Event portfolio and documentation



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Conclusion

By successfully completing the Event and Conference Management course with Gentex Training Center, participants will be equipped with in-depth knowledge and applied skills to professionally plan and manage a wide range of events. They will also be able to contribute strategically to their organizations communication and outreach objectives through well-executed events that leave a lasting impact.

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