



Hospitality Events and Conferences Management



26 - 30 January 2025



Casablanca (Morocco)

# Hospitality Events and Conferences Management

course code: R5018 From: 26 - 30 January 2025 Venue: Casablanca (Morocco) - course Fees: 3700 Euro

## Program Objectives:

### By the end of the program, participants will be able to:

- Plan and prepare for events and conferences in a professional way.
- Organize the different functions in the event or conference.
- Control and supervise the different scientific and social activities in the event or conference.
- Prepare the estimated budget for the conference.
- Plan and organize different kinds of exhibitions.

## This Program is designed for:

Managers, supervisors and officers involved in the planning or management of events and conferences as well as managers and officers of public relations. This program is worth 25 NASBA CPEs.

## Program Outline:

### Events and Conferences

- Importance and Concepts

### Planning for Events and Conferences

- Preparing the Event Plan
- Selecting the Venue for the Event or Conference

### Organization of the Event or Conference

- Choosing the Human Resources for the Management of the Event or Conference
- Forming Different Specialized Committees
- Training the Teams In Charge of Managing the Event or Conference

### Promotional Activities for Events and Conferences

- Promotion and Advertisement of Events or Conferences
- Steps Needed for the Promotion and

### Organizing of Exhibitions

- Planning for Exhibitions
- Promoting Exhibitions
- Organizing and Managing of Exhibitions
- Steps in the Actual Implementation of Exhibitions

### The Financial Aspects of the Conference

- Preparing the Conference Budget
- Controlling Expenditures According to the Budget
- Specifying the Registration Fees

### Follow Up and Evaluation of Conference and Events Activities

- Preparing the Final Report on the Event or Conference

Marketing of the Event or Conference

### **The Different Functions for Managing Events and Conferences**

- The Official Airline Carrier
- Arrangements with Hotels
- Conference Registration Activities
- The Scientific and Social Programs of the Conference
- Media Activities
- Managing the Event or Conference  
Different Sessions