



Hospitality Events and Conferences Management



21 July - 1 August 2024



Casablanca (Morocco)

Hospitality Events and Conferences Management

course code: R5018 From: 21 July - 1 August 2024 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