




Events and Conferences Management

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Meirc
Training & Consulting

Why Attend

This course presents principles and practices for individuals who plan and organize events, meetings, conferences, or conventions. By gaining a clear understanding of the event planning process, developing management skills and getting familiar with the best practices in the event industry, participants will be better prepared to run their own event or conference. This course will also cover event planning tools to manage time, space, money, human resources, information, materials and problems that may arise through the event planning process.

Course Methodology

The course is designed to be interactive and participatory, and includes various learning tools to enable the participants to operate effectively and efficiently in a multifunctional environment. The course is based on four learning pillars: concept learning (lectures and presentations), role playing (group exercises), experience sharing (roundtable discussions) and exposure to real world problems and policy choices confronting delegates.

Course Objectives

By the end of the course, participants will be able to:

- Identify the types of events and conferences in order to execute a more effective plan
- Organize, assess and motivate various committees involved in managing events and conferences
- Promote their events and conferences by planning and setting a step by step promotional plan
- Explain the various functions for managing events and conferences
- Prepare and control the financial aspects of a conference
- Plan and organize different kinds of exhibitions
- Examine all activities in order to evaluate them and to follow up on the events

Target Audience

Managers, supervisors and officers involved in the planning or management of events, exhibitions and conferences as well as managers and officers of public relations.

Target Competencies

- Planning, organizing and leading
- Analyzing and evaluating
- Verbal communication skills
- Building rapport
- Delivering and receiving accurate feedback

Course Outline

- Events and conferences planning
 - Definition of events and conferences
 - Types of events and conferences
 - Aim of a conference
 - Importance and concepts
 - Collecting information needed in planning
 - Setting smart objectives
 - Preparing the event plan with detailed activities and schedules
 - Selecting the venue and agreeing on the site of the event or conference
- Organization of the event or conference
 - Choosing human resources for the management of the event or conference
 - Forming different specialized committees
 - Training and motivating the teams in charge of managing the event or conference
- Promotional activities for events and conferences
 - Marketing the conference
 - Factors attracting participants



- Promotion and advertisement of events or conferences
- Steps needed for the promotion and marketing of the event or conference
- Setting a plan for the promotion of events and conferences
- The different functions for managing events and conferences
 - The official airline carrier
 - Arrangements for accommodation
 - Conference registration process
 - Social programs
 - Public relations and media
- The financial aspects of the conference
 - Preparing the conference budget
 - Fixed expenses
 - Variable expenses
 - Conference revenues
 - Determining the registration fees
 - The financial committee
- Organizing exhibitions
 - Importance of exhibitions in conferences
 - Goods and services in a conference
 - Pricing policy in exhibitions
 - Application for an exhibition
 - Promoting the exhibition
 - Managing exhibitions
 - Criteria for selecting exhibitors
 - Contacting exhibitors
- Follow up and evaluation of conference and events activities
 - Monitoring the event or conference activities
 - 'SMART' objectives
 - Key factors in assessment
 - Benefits of follow up
 - The coordination and follow up committee
 - Follow up and evaluation



Location & Date

22 - 26 Dec, 2019	Arabic	Dubai	JW Marriott Marquis
16 - 20 Feb, 2020	English	Dubai	Voco (IHG) Dubai
5 - 9 Apr, 2020	Arabic	Dubai	Sofitel Downtown Dubai
30 Aug - 3 Sep, 2020	English	Dubai	Raffles Dubai
25 - 29 Oct, 2020	Arabic	Cairo	Intercontinental Cairo Citystars Hotel
27 - 31 Dec, 2020	Arabic	Dubai	Kempinski / Mall of the Emirates

Fees: US\$ (including coffee breaks and a buffet lunch daily)

Per participant - 2019	US\$ 4800
Per participant - 2020	US\$ 4900
Fees + VAT as applicable	UAE Tax Registration Number 100239834300003



Courses in Public Relations

Dates	Course Name	Language	Location	Fees
2 - 6 Feb, 2020	Certified Public Relations Professional	Arabic	Dubai	US\$ 5200
1 - 5 Mar, 2020	The Essentials of Business Etiquette and Protocol	Arabic	Dubai	US\$ 4900
8 - 12 Mar, 2020	Crisis Communication Skills	English	Dubai	US\$ 4900
29 Mar - 2 Apr, 2020	Certified Public Relations Professional	English	Cairo	US\$ 5200
12 - 16 Apr, 2020	Public Relations and Media Skills	Arabic	Dubai	US\$ 4900
10 - 14 May, 2020	Certified Public Relations Professional	English	Dubai	US\$ 5200
31 May - 4 Jun, 2020	Certificate in Events Management	Arabic	Dubai	US\$ 5200
7 - 11 Jun, 2020	Crisis Communication Skills	Arabic	Dubai	US\$ 4900
14 - 18 Jun, 2020	The Essentials of Business Etiquette and Protocol	English	Dubai	US\$ 4900
5 - 9 Jul, 2020	Public Relations Campaigns: From Planning to Execution	English	Dubai	US\$ 4900
23 - 27 Aug, 2020	Certified Public Relations Professional	Arabic	Dubai	US\$ 5200
13 - 17 Sep, 2020	Public Relations and Media Skills	English	Dubai	US\$ 4900
4 - 8 Oct, 2020	Certified Public Relations Professional	English	Dubai	US\$ 5200
11 - 15 Oct, 2020	Crisis Communication Skills	English	Dubai	US\$ 4900
18 - 22 Oct, 2020	The Essentials of Business Etiquette and Protocol	Arabic	Dubai	US\$ 4900
15 - 19 Nov, 2020	Public Relations Campaigns: From Planning to Execution	Arabic	Dubai	US\$ 4900
22 - 26 Nov, 2020	Certificate in Events Management	English	Dubai	US\$ 5200
13 - 17 Dec, 2020	Certified Public Relations Professional	Arabic	Dubai	US\$ 5200
20 - 24 Dec, 2020	Public Relations and Media Skills	Arabic	Dubai	US\$ 4900



Meirc Timeline

