

Event Management



Event Management is a dynamic and fast growing industry. This course aims to enable delegates to establish a creative activities planning and coordination skill. To meet the requirement of the Event Management Department, this course includes a large number of public relationship cases.

One day

Objectives

- This course provides practical and specific training, which can be applied in the real world reality.

Target Audience

- staff who are responsible for event management

Details

- Event management and planning: planning schedule, event organization chart, creating and scheduling recommendations to the customer
- Coordination of emergency: analyze manage the emergency plan.
- Marketing activities: budgeting, Advertisement purchasing, packaging and promotion.
- Risk management: risk assessment, forecasting expenditures, event compilation
- Business activates management: business activities integration, cost of event management.
- Meeting organization: meeting plan preparation, law identification.

Methodology

Presentation and experience sharing

Venue

ACI Training Center