



## "كيفية تنظيم مؤتمر ناجح باللغة العربية: الدليل الشامل والاستراتيجيات الفعالة"

**Duration:** 5 Days

**Language:** ar

**Course Code:** IND15-113

### Objective

:Upon completion of this course, participants will be able to

- Enhance planning effectiveness, begin by categorising the various types of events and conferences.
  - Ensure efficiency, arrange, evaluate, and inspire diverse event and conference management committees.
  - Achieve successful promotion by developing a step-by-step promotional plan when planning and publicising events and conferences.
- Comprehend the diverse roles in event management and explain the various functions of organising conferences.
  - Maintain financial control, meticulously prepare and oversee the financial aspects of conference hosting.
- Coordinate exhibitions successfully, carefully strategise and execute plans for different types of exhibitions.
  - Assess event performance comprehensively and scrutinise all activities to conduct evaluations and follow-up procedures post-event.

## Audience

This course is designed for anyone responsible for managing or advertising events or conferences in a corporate or charity setting. It would be most beneficial for:

- Events Managers
- Marketing Managers
  - Supervisors
  - Advertisers
- Public Relations Professionals
  - Social Media Managers
- Health & Safety Assessors
  - Venue Managers
  - Venue Decorators
- Funding Managers

## Training Methodology

This course uses a variety of adult learning styles to aid full understanding and comprehension. Participants will discuss various types of events or conferences and their differing requirements. They will also review a video based on event safety and understand the legal obligations that an events planner must consider before planning a large event. The participants will then create a project plan in groups, highlighting risk areas and mitigation techniques to ensure a successful, large-scale event.

## Summary

As the demand for memorable and impactful events continues to rise, the significance of impeccable organisation and communication skills is absolutely essential. Whether planning a corporate conference, a music festival, or a community gathering, coordinating various elements seamlessly is important for any organisation's business growth strategy.

This course will focus on honing your organisational, communication, and sales skills. It will

ensure that you are well-equipped to handle the intricate details that contribute to the success of any event and will allow you to generate leads, manage a team, and reach out to the right audience.

In the fast-paced realm of event management, adaptability is key. We'll also examine the need to be flexible in the face of unforeseen challenges, allowing you to navigate the complexities that often arise in event planning. We will explore strategies for effective problem-solving and contingency planning to ensure that you are well-prepared for any curveball that may come your way and understand the benefits and challenges of event management technology.

We will delve into emerging trends and technologies shaping the future of event management, providing you with the insights and skills needed to lead in a constantly evolving landscape. From digital innovations, and risk areas regarding space or funding, to sustainability considerations, we will explore how staying abreast of trends can elevate your events to achieve business growth.

## Course Content & Outline

### Section 1: Planning Events

- Event planning fundamentals.
- Venue selection and negotiation.
- Event logistics and operations.
- Sustainable event planning practices.
- Legal and regulatory considerations in event planning.
- Trends and innovations in the event planning industry.

### Section 2: Event Organisation

- Vendor management and contract negotiation.
- Marketing and promotion strategies for events.
  - Creative event design and theming.
  - Virtual and hybrid event planning.

### Section 3: Activities Management

- Networking and professional development for event planners.
  - Creating and managing event activity budgets.
- Planning and coordinating diverse event activities.

- Securing and optimising event activity venues.

#### **Section 4: Health & Safety Considerations for Events**

- Event risk management and contingency planning.
  - Cultural sensitivity in event planning.
  - Crisis management in event planning.
- Environmental health considerations for events.
- Continuous improvement in event safety practices.
- Industry standards and best practices in event safety.

#### **Section 5: Emerging Technologies in Events Management**

- Technology integration in event planning.
- Augmented Reality (AR) and Virtual Reality (VR) applications.
  - Utilising Artificial Intelligence (AI) in event planning.
  - Blockchain technology for secure event transactions.
- Internet of Things (IoT) in event logistics and operations.
- 5G technology and its impact on event communication.
- RFID and NFC technology for efficient access control.

#### **Section 6: Managing an Events Team**

- Team leadership and communication in event planning
  - Client relationship management in event planning.
- Training and professional development for event staff.
- Time and task management in event team coordination.
- Conflict resolution and team dynamics in event settings.
- Motivation and morale-building techniques for event teams.
  - Delegation and empowerment within an events team.
  - Performance evaluation and feedback for event staff.

#### **Section 7: Financial Aspects of Conference Management**

- Budgeting and financial management for events.
- Grant applications and funding opportunities for conferences.
  - Financial reporting and analysis for conference organisers.
- Tax considerations and financial compliance in conferences.
  - Contract negotiation and financial implications for venues.

- Currency exchange and international financial considerations.
- Cash flow management and financial risk assessment.

## Section 8: Follow-Up & Evaluation of Conference Management

- Post-event evaluation and analysis.
- Evaluating the performance of conference vendors and sponsors.
- Environmental and sustainability considerations in conference evaluation.
  - Incorporating social media analytics in conference assessment.
  - Legal and ethical considerations in post-conference evaluation.
  - Continuous improvement strategies for future conferences.

## Certificate Description

Holistique Training عند إتمام هذه الدورة التدريبية بنجاح، سيحصل المشاركون على شهادة إتمام التدريب من (e-Certificate) وبالنسبة للذين يحضرون ويكملون الدورة التدريبية عبر الإنترنت، سيتم تزويدهم بشهادة إلكترونية من Holistique Training.

وخدمة اعتماد التطوير المهني (BAC) معتمدة من المجلس البريطاني للتقييم Holistique Training شهادات ISO 29993، ISO 21001 أو ISO 9001 كما أنها معتمدة وفق معايير (CPD) المستمر.

لهذه الدورة من خلال شهادتنا، وستظهر هذه النقاط على شهادة إتمام (CPD) يتم منح نقاط التطوير المهني المستمر واحدة عن كل ساعة CPD يتم منح نقطة CPD، ووفقاً لمعايير خدمة اعتماد Holistique Training التدريب من لأي دورة واحدة نقدمها حالياً CPD حضور في الدورة. ويمكن المطالبة بحد أقصى قدره 50 نقطة

## Categories

الترفيه والضيافة والرياضة، الأغذية والمشروبات، القيادة والإدارة

## Related Articles



### فهم تنظيم الفعاليات والمؤتمرات: الاستراتيجيات الأساسية والفوائد

تعد عملية تنظيم المعارض والمؤتمرات من المهام المعقدة التي تتطلب تنسيقاً دقيقاً واهتماماً بالتفاصيل لضمان نجاح الفعالية. في عالم الأعمال والتجارة، تلعب المعارض والمؤتمرات دوراً حيوياً في تبادل المعرفة، وبناء الشبكات، والترويج للمنتجات والخدمات. إن تنظيم مثل هذه الفعاليات يتطلب تخطيطاً استراتيجياً يشمل جميع جوانب الحدث

## YouTube Video

<https://www.youtube.com/embed/l4GIzhKfzpU?si=dXdyvduXszCUiLAa>