إدارة المعارض والفعاليات الشاملة (IEEM)

Duration: 10 Days

Language: ar

Course Code: IND15 - 117

Objective

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

- Provide a condensed yet thorough understanding of the exhibition and event management industry.
- Develop key strategic planning, marketing, operations, and risk management skills.
- Enhance leadership and team management abilities.
- Ensure adherence to high professional standards and ethics.

Audience

This course is intended for:

- Professionals with at least three years of experience in the exhibition and events industry.
- Event coordinators, managers, and planners looking to advance their careers.
- Marketing and sales professionals in the events sector.
- Individuals seeking certification to validate their expertise.

Training Methodology

This course uses a variety of adult learning styles to aid full understanding and comprehension. Participants will review case studies to highlight key areas of importance and possible areas for faults. They will be supplied with the best tools required for learning exercises to improve their skills. Participants will analyse the examples to understand how .these skills, techniques and methods apply in the workplace

Summary

The Intensive Exhibition and Event Management (IEEM) course is a fast-paced, comprehensive program designed to equip professionals with essential skills and knowledge in exhibition and event management. It is ideal for individuals looking to enhance their .capabilities quickly and gain certification within a short timeframe

Course Content & Outline

Section 1: Introduction to Exhibition and Event Management

- Industry Overview
- Key trends and future outlook
- Career pathways in exhibition management

Section 2: Strategic Planning

- Vision, mission, and goal setting
- Market research and analysis
- Developing a strategic plan

Section 3: Event Design and Planning

- Concept development
- Project management principles
- Venue selection and layout planning

Section 4: Marketing and Promotion

- Marketing strategies and tools
- Digital marketing and social media
- Creating an effective promotional campaign

Section 5: Sales and Sponsorship

- Sales techniques
- Sponsorship acquisition and management
- Building long-term partnerships

Section 6: Operations Management

- Logistics and supply chain management
- On-site operations
- Technology and event management software

Section 7: Financial Management

- Budgeting and financial planning
- Cost control and ROI analysis
- Financial reporting and analysis

Section 8: Risk Management

- Identifying and mitigating risks
- Health, safety, and security

- Crisis management planning

Section 9: Leadership and Team Management

- Leadership styles and skills
- Building and managing teams
- Conflict resolution and negotiation

Section 10: Ethics and Professionalism

- Industry standards and ethics
- Professional Conduct
- Continuous professional development

Certificate Description

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

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

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

Categories

الترفيه والضيافة والرياضة, القيادة والإدارة

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ما أهمية تنظيم مؤتمر أو معرض ناجح؟ دليل شامل

تنظيم المعارض والمؤتمرات يمثل تحديًا شاملاً يتطلب الرؤية الاستراتيجية والتخطيط الدقيق لضمان نجاح الفعالية وتحقيق الأهداف المرجوة. إن استضافة مثل هذه الفعاليات تعد منصة حيوية لتبادل الأفكار وتوسيع الشبكات الاحترافية. في هذا المقال، سنستعرض أساسيات تنظيم المعارض والمؤتمرات، سنتكلم عن أهمية كل خطوة في هذه العملية من أجل تنظيم مؤتمر