



First Select

Professional Management of Strategic Events

Date	Venues	(\$Fees	Book your seat
20 Apr -24 Apr 2025	Dubai	2900	Register Now

About this course:

What to expect:

Strategic Event Management is an ISOC Focused Immersion Seminar. This extended training format focuses intensively on a single set of competencies for five days. It is designed to develop practical and enduring expertise in one particular speciality.

You will not have to sit through long lectures or presentations – this course uses active learning to help you internalise the topic and apply it in the real world.

Course objectives:

- Take control of high-profile events for strategic reputational impact
- This course covers event management from strategy and creative concept to execution, including director-level responsibilities.
- You will learn to design meticulously planned events and execute them smoothly, including troubleshooting unexpected problems, handling media, facilitating proceedings and handling VIPs


Course Outline:


This course covers the following modules:

- Practical event management
- Press conference management
- Directing strategic events
- Protocol, etiquette and hosting
- Create a rigorous event strategy using a 10-pillar framework
- Plan and prepare all aspects of event logistics and practicalities
- Manage the delivery of an event on the day
- Direct the execution of major events in a top-level supervisory role
- Prepare and host VIP visits and formal occasions

WORKSHOP STYLE:

A mixture of short presentations, interactive discussion, individual exercises and group work. The emphasis throughout is on a practical approach using case material and examples.

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