



First Select

Events Planning & Management Services

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

Program Overview:

Events Planning & Management is the process by which an event is planned, prepared, and produced. It encompasses the assessment, definition, acquisition, allocation, direction, control, and analysis of time, finances, people, products, services, and other resources to achieve the objectives of that particular event. Events Planning & Management requires the overseeing and arrangement of every aspect of an event, including researching, planning, organizing, implementing, controlling, and evaluating an event's design, activities, and production.

O.G.I Publicity Ltd brings a whole new experience, creativity and innovation into Events Planning & Management. With unique products of our own coupled with providing planning & management services to the usual functions and social gatherings,

O.G.I Publicity Ltd is the company you need for your special event.

Objectives:

Explore the basic Special Events Management System modules by utilizing real-life examples and hands-on exercises

Who should attend?

- Event planners or managers, trainers
- This course is not intended for technical staff

Topics include:

- INTRODUCTION
- INDUSTRY OVERVIEW
- EVENT MANAGERS
- CAREER STRATEGY
- CORPORATE EVENTS
- SOCIAL EVENTS
- Business & Corporate Events (management functions, corporate communications, training, marketing, incentives, employee relations, and customer relations)
- Cause-Related & Fund-Raising Events
- Entertainment, Showbiz, and Leisure Events
- Festivals
- Government & Civic Events.
- Marketing Events.
- Meetings, Conferences, Seminars, Workshops, and Convention Events.
- EVENT OBJECTIVES

- STRATEGIC PLANNING
- EVENT VENUE
- VENUE DESIGN
- CONTRACTS
- INVITATIONS
- FOOD & BEVERAGE
- RISK MANAGEMENT

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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