

EVENT MARKETING, PLANNING AND MANAGEMENT

“Delivering Memorable Experiences Through Strategic Event Execution”

Schedule

Date	Venue	Fees (Face-to-Face)
07 - 09 Oct 2026	Dubai, UAE	USD 2495 per delegate

► **Available delivery methods:** Face-to-Face & Online Training

Introduction

Events are one of the most powerful tools for brand building, customer engagement, and strategic communication. Whether you're hosting corporate conferences, product launches, exhibitions, or community outreach programs, the success of an event hinges on effective planning, targeted marketing, and seamless execution.

This interactive training program equips professionals with the practical skills needed to conceptualize, market, and manage high-impact events. Participants will gain tools for budgeting, vendor coordination, risk mitigation, sponsorship negotiation, and post-event evaluation.

Objectives

By the end of this course, participants will be able to:

- Design event concepts aligned with brand and communication goals
- Develop integrated marketing plans to maximize event attendance and reach
- Manage event logistics, budgeting, and timelines effectively
- Engage vendors, partners, and sponsors for successful collaboration
- Evaluate event success using ROI, feedback, and analytics

Why Attend

- Learn end-to-end planning techniques for in-person, hybrid, or virtual events
- Gain actionable marketing strategies to increase visibility and participation
- Understand how to manage budgets, schedules, and stakeholder expectations
- Access templates and tools used by professional event planners
- Boost your confidence in handling events of any size and complexity

Target Audience

This program is designed for:

- Marketing, PR, and communication professionals
- Event coordinators, planners, and administrators
- Corporate affairs and HR officers involved in internal events
- Entrepreneurs organizing brand or community outreach
- Anyone seeking to build skills in event design and management

Individual Benefits

Key competencies that will be developed include:

- Event concept creation, program design, and goal alignment
- Integrated promotional planning for maximum audience engagement
- Logistics and vendor management skills
- Pre- and post-event analysis and reporting
- Confidence in managing stakeholder and sponsor relationships

Organizational Benefits

Upon completing the training course, participants will demonstrate:

- Improved return on investment (ROI) from events
- Enhanced internal and external stakeholder engagement
- More efficient and professional event execution
- Consistent messaging and brand alignment across activities
- Stronger public perception and market positioning

Instructional Methodology

The course follows a blended learning approach combining theory with practice:

- Strategy Briefings - Core frameworks for event planning and marketing
- Case Studies - Successful global and regional event breakdowns
- Workshops - Hands-on planning and budgeting exercises
- Peer Exchange - Discussion of event challenges and regional best practices
- Tools - Event checklists, marketing calendars, budget templates

Course Outline

Detailed 3-Day Course Outline

Training Hours: 7:30 AM - 3:30 PM Daily Format: 3-4 Learning Modules | Coffee breaks: 09:30 & 11:15 | Lunch Buffet: 01:00 - 02:00

Day 1: Strategic Planning for Impactful Events

- Module 1: Event Purpose, Audience & Goals (07:30 - 09:30) • Aligning event objectives with business strategy • Identifying audience personas and participation goals • Setting success metrics and key deliverables
- Module 2: Event Concept & Format Selection (09:45 - 11:15) • In-person, hybrid, and virtual formats: pros and cons • Event themes, agendas, and content curation • Location, venue, and timing decisions
- Module 3: Logistics & Project Management (11:30 - 01:00) • Creating event timelines and task delegation • Vendor selection and contract management • Site visits, permits, and contingency planning
- Module 4: Workshop - Designing Your Own Event Blueprint (02:00 - 03:30) • Hands-on event framework creation • Group feedback and concept refinement

Day 2: Marketing, Promotion & Engagement Strategies

- Module 1: Event Marketing Planning (07:30 - 09:30) • Building a marketing plan for attendee acquisition • Choosing the right mix: email, social, paid media, and PR • Communications calendar and messaging strategy
- Module 2: Digital Marketing Tools & Registration (09:45 - 11:15) • Event websites, landing pages, and ticketing platforms • Lead capture, tracking, and analytics • Email marketing and automation for reminders and updates
- Module 3: Stakeholder & Sponsor Engagement (11:30 - 01:00) • Attracting and managing event sponsors • Managing internal stakeholders and speaker coordination • Customizing sponsor packages and partnership ROI
- Module 4: Workshop - Developing a Promotional Campaign (02:00 - 03:30) • Group task: creating an integrated promotion plan • Presentation and feedback

Day 3: Execution, Evaluation & Continuous Improvement

- Module 1: Event Execution & Live Management (07:30 - 09:30) • Onsite setup, rehearsals, and run-of-show management • Managing speakers, VIPs, and attendee flow • Technical checks and emergency planning
- Module 2: Post-Event Follow-Up & Feedback (09:45 - 11:15) • Surveys, social listening, and stakeholder debriefs • Content repurposing and thank-you communications • Closing sponsor reports and media follow-up
- Module 3: ROI Measurement & Continuous Improvement (11:30 - 01:00) • Tracking KPIs and calculating ROI • Lessons learned documentation • Planning the next event with data
- Module 4: Final Simulation & Wrap-Up (02:00 - 03:30) • Group project presentation: end-to-end event plan • Peer critique and instructor feedback • Certificate distribution

Certification

Participants will receive a Certificate of Completion in Event Marketing & Management, recognizing their ability to design, promote, and manage professional events with strategic impact.

Why Choose MAWA Events

- **Global Expertise:** More than 17 years of experience in professional training and consulting.
- **Industry-Leading Faculty:** Courses delivered by seasoned professionals with hands-on experience.
- **Practical Insights:** Learn to turn theory into actionable strategies for real-world business impact.
- **Client-Focused Solutions:** Customized programs designed to achieve your organisation's unique goals.

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Interested in running this course for your team?

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