

## MANAGING GREAT EVENTS

*“Plan, Execute, and Deliver Exceptional Events that Leave a Lasting Impact.”*

### Schedule

Venue (InHouse)	Fees
At Your Organization Premises	Ask For The Quotation

► **Available delivery methods:** In-House Training

### Introduction

The success of any event—be it corporate, social, or community-driven—depends on meticulous planning, flawless execution, and attention to detail. Event management involves coordinating multiple elements, from logistics and budgeting to marketing and guest experience, to ensure a memorable and impactful outcome.

The Managing Great Events course provides participants with the practical knowledge and skills required to design, plan, and execute events professionally. Through real-world examples, interactive exercises, and case studies, attendees will learn how to manage every aspect of an event while overcoming challenges and exceeding expectations.

### Objectives

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

- Understand the principles and stages of event management.
- Plan, organize, and coordinate all aspects of an event.
- Develop event budgets, timelines, and resource plans.
- Manage logistics, vendors, and team coordination effectively.
- Create marketing and promotional strategies for events.
- Handle challenges and risks to ensure smooth event execution.
- Enhance participant and guest experience through innovative approaches.
- Evaluate event success and gather feedback for continuous improvement.

## Why Attend

Successful event management is crucial for brand reputation, stakeholder engagement, and business growth. This course provides practical, actionable techniques for delivering events that are memorable, impactful, and professionally managed. Attendees gain the confidence and skills to lead events from concept to completion efficiently.

## Target Audience

This course is suitable for:

- Event Planners and Coordinators
- Corporate Managers and Marketing Professionals
- Hospitality and Tourism Professionals
- Project Managers and Team Leaders
- Individuals aspiring to develop professional event management skills

## Individual Benefits

- Learn practical techniques for planning and executing high-quality events.
- Develop skills in budgeting, logistics, and vendor management.
- Enhance creativity and innovation in event design.
- Improve problem-solving and decision-making under pressure.
- Build confidence in leading teams and coordinating complex events.
- Increase professional value in the event management and hospitality sector.

## Organizational Benefits

- Ensure consistent delivery of successful and memorable events.
- Improve stakeholder satisfaction and brand image.
- Streamline event planning processes and enhance operational efficiency.
- Reduce risks and handle unexpected challenges effectively.
- Foster innovation, creativity, and professionalism within teams.
- Build internal expertise for planning and managing diverse events.

## Instructional Methodology

The course uses an interactive, hands-on approach through:

- Facilitator-led discussions on event management principles
- Case studies of successful and challenging events
- Group exercises on event planning, budgeting, and logistics
- Role-playing for problem-solving and team coordination
- Assignments focused on planning and managing a complete event
- Continuous feedback, Q&A, and collaborative sessions

## Course Outline

- Module 1: Introduction to Event Management – Concepts and Principles
- Module 2: Event Planning and Goal Setting
- Module 3: Budgeting, Resource Allocation, and Scheduling
- Module 4: Logistics, Venue Selection, and Vendor Management
- Module 5: Marketing and Promotion Strategies for Events
- Module 6: Guest Experience and Engagement Techniques
- Module 7: Risk Management and Problem-Solving
- Module 8: Team Leadership and Coordination
- Module 9: Event Execution and On-Site Management
- Module 10: Event Evaluation, Feedback, and Continuous Improvement

## Certification

Upon successful completion, participants will receive a Certificate in Managing Great Events, acknowledging their expertise in planning, executing, and managing high-quality events across corporate, social, and community settings.

## 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.

### In-House / Customized Training

Interested in running this course for your team?

Please contact us:

TEL:

**+601116373203**

EMAIL:

**info@mawaevents.net**

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