



an e egis company

بروجاكس للتدريب والتطوير  
Projacs Training and Development

# Modern Techniques in Events and Conferences Planning & Management

التقنيات الحديثة لإدارة وتخطيط الفعاليات والمؤتمرات

24 – 28 February 2019

Dubai / United Arab Emirates

A Member of:



PROJACS ACADEMY



ProjacsAcademy.com



## Introduction

Paper-based system of the near distant memory of the early 2000's. Today, advances in technology have led to sweeping improvements in the events planning and management field. These improvements have streamlined and consolidated our meeting systems, making it easier for event planners to get their jobs done. This age in which we live is one of innovation through automation in all business fields, but most relevantly to this post, we consider meeting planning and management automation.

There are many of modern techniques that will have a significant effect on the event planning and management industry. The modern techniques include RFID (Radio frequency identification) the wave of the future, Multi-Use Apps, Wearable Technology, Virtual Reality (VR) and Social Media, etc.

The purpose of implementing Modern Techniques is to make our life, and the life of those whom we plan events for, as easy as possible.

## Objectives

This five days course is designed to serve as guide for using modern techniques to achieve maximum utilization of Event Planning and Management, with each day working as a building block. This course tries to explain every aspect of event trade and the techniques of event planning and management, which make an event successful. This course will cover the modern techniques in detail and has ignored old management rules as well as theories.

For a participant of marketing, public relations, event management and advertising this will serve as a guide for the topics related to event planning and management.

Communication Professionals as well as Event Planning Experts and Media Managers will benefit out of this course. Event planning and management is an art and individuals having strong backing of arts, glamour and communication could be more successful in the stream.

## Who Should Attend?

- Marketing managers
- Public relation managers
- Event management and advertising staff and managers
- Communication Professionals
- Event Planning Experts
- Media Managers

## Course Outlines

### Day One

#### Course Introduction

- What you need to create a great event series
- Elements of a successful event series
- Ways to generate revenue from your events
- How to price your events: free vs paid vs discounts

#### Event marketing

- Top strategies to promote events
- New - how to find good event websites for promotion
- Repurposing your event content and doing content marketing with it
- How to get publicity and media coverage for your events
- NEW! Additional tips to get publicity from events
- Pre-event social media & email buildup checklist (also how to grow email list)
- During event social media marketing and spreading the sharing
- Post-event social media marketing

### Day Two

#### Event Initiation

- Getting staff for your event as part of your event management
- Considering insurance and liability protection for your events
- Getting an event venue as part of your event management and event planning
- Prizes and raffles
- Event management checklist.

#### Extra promotion ideas

- NEW! How to help your website's SEO and link-building with events
- NEW! advanced Twitter marketing strategy to drive sales and branding

### Day Three

#### Event planning

- What you can accomplish with events
- One-time event vs. event series
- If event series, how often should it be?
- Should you have speakers or guests, or should it be just you?
- Planning for event quality
- Planning for financial sustainability of the event series

#### Promoting your events with Facebook and getting extra reach

- Getting extra sharing and engagement with Facebook events
- Example of how event listings get promoted
- Example of how to set up the event on Facebook

## Day Four

### Event Management

- delivering your events
- Delivery phases of an event
- Recruiting your event day team
- Managing your event suppliers
- Event operational plans / function sheets
- Event joining instructions
- Event public information area and registration
- Event risk assessments - introduction
- How to write an Event Risk Assessment
- Monitoring event day safety

### Extra modern Techniques and Technology

- RFID (Radio frequency identification) the wave of the future,
- Multi-Use Apps,
- Wearable Technology,
- Virtual Reality (VR)

## Day Five

### Sustainable Event Management

- What Is Sustainable Event Management?
- Creating an Event Sustainability Policy
- Real Time Monitoring
- Contingency Plan
- Measuring Success and Process Review
- Continual Improvement and Knowledge Transfer.

### Training Method

- Pre-assessment
- Live group instruction
- Use of real-world examples, case studies and exercises
- Interactive participation and discussion
- Power point presentation, LCD and flip chart
- Group activities and tests
- slides and handouts
- Post-assessment

### Program Support

This program is supported by interactive discussions, role-play, case studies and highlight the techniques available to the participants.

### Schedule

**The course agenda will be as follows:**

- |                     |                  |
|---------------------|------------------|
| • Technical Session | 08.30-10.00 am   |
| • Coffee Break      | 10.00-10.15 am   |
| • Technical Session | 10.15-12.15 noon |
| • Coffee Break      | 12.15-12.45 pm   |
| • Technical Session | 12.45-02.30 pm   |
| • Course Ends       | 02.30 pm         |

### Course Fees\*

- **2,950USD**  
*\*VAT is Excluded If Applicable*

## مقدمة

ان النظام القائم على الورق للذاكرة القريبية كان من أوائل عام ٢٠٠٠. اليوم ، أدى التقدم في التكنولوجيا إلى تحسينات واسعة في مجال تخطيط وإدارة الأحداث. وقد أدت هذه التحسينات إلى تبسيط وتوحيد أنظمة الاجتماعات لدينا ، مما يسهل على مخططي الأحداث إنجاز مهامهم. هذا العصر الذي نعيش فيه هو أحد الابتكارات من خلال الأتمتة في جميع مجالات الأعمال ، ولكن الأكثر صلة بهذه المشاركة ، ونحن نعتبر التخطيط لأتمتة التخطيط والإدارة.

هناك العديد من التقنيات الحديثة التي سيكون لها تأثير كبير على صناعة تخطيط وإدارة الأحداث. وتشمل التقنيات الحديثة RFID (تحديد تردد الراديو) موجة المستقبل، وتطبيقات الاستخدام المتعدد، والتكنولوجيا القابلة للارتداء، والواقع الافتراضي (VR) ووسائل الإعلام الاجتماعية، وما إلى ذلك.

إن الغرض من تطبيق التقنيات الحديثة هو جعل حياتنا ، وحياتنا أولئك الذين نخطط للأحداث من أجلهم أسهل ما يمكن.

## الاهداف

تم تصميم هذه الدورة التدريبية لتكون بمثابة دليل لاستخدام التقنيات الحديثة لتحقيق الاستفادة القصوى من تخطيط وإدارة الأحداث، حيث يعمل كل يوم كبناء. يحاول هذا المساق شرح كل جانب من جوانب تجارة الحدث وتقنيات التخطيط للأحداث وإدارتها، مما يجعل الحدث ناجحًا. ستغطي هذه الدورة التقنيات الحديثة بالتفصيل وتجاهل قواعد الإدارة القديمة بالإضافة إلى النظريات.

بالنسبة لمشارك في التسويق والعلاقات العامة وإدارة الأحداث والإعلان، سيكون هذا بمثابة دليل للموضوعات المتعلقة بتخطيط الحدث وإدارته.

سيستفيد محترف في الاتصال بالإضافة إلى خبراء تخطيط الأحداث ومديري وسائل الإعلام من هذه الدورة. تخطيط الحدث وإدارته هو فن، ويمكن للأفراد الذين يتمتعون بدعم قوي من الفنون والبريق والتواصل أن يكونوا أكثر نجاحًا في الدورة.

## الحضور

- مديرى التسويق
- مدراء العلاقات العامة
- إدارة الأحداث وموظفى الإعلان والمديرين
- محترفى الاتصالات
- خبراء تخطيط الأحداث
- مديرى وسائل الإعلام