



SM074: Certificate in Event Management

Training Description:

Event management programs are widely available now with high demand in the market, but this intensive training course is design to meet the needs of hospital environment. We can give you guidance on what knowledge you need to gain from this particular training course. Make a conference arrangement, etiquette and protocol knowledge is a form of business intelligence that has created an unprecedented demand for expert training and guidance.

In fact, soft skills are so important in the workplace, most employers consider them to be among their most important hiring criteria. Train to be able to arrange a Conference, Corporate Etiquette, International Protocol and celebration events will prepare you to be a part of this management team, to ensure the events in the company or cooperation is coordinated effectively and as per the requirement. All techniques, skills and knowledge will be enhancing in this training course for you to apply actual at the workplace professionally. The interactive support materials and training will empower you to thrive in the event management of etiquette and protocol industry.

Training Objectives:

By the end of the training, participants will be able to:

- ✓ Organize, design, plan coordinate and prepare for events and conferences in an effective and professional way
- ✓ Recognize the various types of events and understand their unique requirements
- ✓ Submit a complete project proposal for an event
- ✓ Learn what to look for during an event site inspection
- ✓ Manage, control and supervise the various different activities in the event or conference or celebrations
- ✓ Estimate budget and prepare for the conference in an effective per requirement
- ✓ Learn communication concepts and brush up on leadership abilities
- ✓ Know how to interact effectively with different personality types for managing events celebrations conferences and protocol
- ✓ Learn the skills and techniques in meeting and greeting important guests, clients and customer in a proper manner
- ✓ Manage and deal successfully with the media

Training Designed for:

This course is intended for Admin employees and those who are responsible for event management and coordinator.

Training Requirement:

“Hand’s on practical sessions, equipment and software will be applied during the course if required and as per the client’s request.”

Contents can be adapted to your specific wishes. It is therefore possible to focus on specific modules of the training course as per client’s learning needs and objectives. Further, it should be forwarded to us a month prior to the course dates.

Training Program:

DAY ONE:

❖ MODULE 1: EVENT MANAGEMENT

- Introduction to event management
- Outline event management – using mind mapping tool
- Basic event accounting
- Communication & presentation skills
- Event Marketing and advertising

❖ Exercise: MIND MAPPING

DAY TWO:

❖ MODULE 2: CONFERENCES ARRANGEMENT AND EVENTS

- Importance, Concepts of Conferences, events and different functions
- Event logistics – Mapping the total process
- Preparing the Event Plan
- Selecting the Venue of the Event or Conference
- Choosing the Resources for the Management of the Event or Conference
- Forming different specialized Committees members for specific activities
- Training the Teams in charge of managing the event or Conference
- Promotion and advertisement of events or conferences methodology
- The Official Airline Carrier
- Arrangements with Hotels
- Conference Registration Activities
- The others and social programs of the Conference arrangements
- Follow Up and Evaluation of Conference and Events Activities
- Preparing the Final Report on the Event or Conference

❖ Exercise: CASE STUDY

DAY THREE:

❖ MODULE 3: PROTOCOL

- Definitions of Etiquette and Protocol
- Modern Protocol
- What Is Etiquette?
- What Is Protocol?
- Characteristics of a Protocol Officer
- What Is the Right Behavior?
- Image Making and Image Management
- Understanding Precedence and Seating
- Table Seating
- History of Flag Etiquette
- Managing VIP Visits
- Representing the Company at Special Events
- Sensitivity to Cross-Cultural Differences
- Offensive Gestures in Other Cultures

DAY FOUR:

❖ MODULE 4: CELEBRATION AND MEDIA COVERAGE

- Managing celebration and Behavior
- Business Meal and table manners
- Setting of the rooms and tables
- Mistakes to avoid in arrangements – tips
- Phone etiquette, meeting etiquette and communication etiquette
- Identifying the Right Media outlet
- Packaging Your Story
- Be Ready When the Press Calls
- Generating Publicity
- Checklists and documents
- Handling the media
- Dealing with Questions
- Handling Confidential Information
- Public Relations in an effective way

DAY FIVE:

❖ MODULE 5: FINALIZATION AND MANAGEMENT

- Event – Grant charting
- Innovative Problem-Solving skills
- Event impact analysis
- Service management
- Documentation and writing skills
- Exercises: Individual and group

❖ Course Conclusion

❖ POST-ASSESSMENT and EVALUATION

Training Methodology:

This interactive training course includes the following training methodologies as a percentage of the total tuition hours:

- 30% Lectures, Concepts, Role Play
- 70% Workshops & Work Presentations, Techniques, Based on Case Studies & Practical Exercises, Gamification, Software & General Discussions
- Pre and Post Test

Training Certificate(s):

CMCT Internationally recognized certificate(s) will be issued to each participant who completed the course.

Training Fees:

TBA as per the course location - This rate includes participant's manual, hand-outs, buffet lunch, coffee/tea on arrival, morning & afternoon of each day.

Note: The 5% VAT (Value Added Tax), will be effective starting 01st of January 2018 as per the new regulation from the UAE Government. The VAT applies for all quotation both for local and abroad.

Training Timings:

Daily Timings:

07:45 - 08:00	Morning Coffee / Tea
08:00 - 10:00	First Session
10:00 - 10:20	Recess (Coffee/Tea/Snacks)
10:20 - 12:20	Second Session
12:20 - 13:00	Recess (Prayer Break & Lunch)
13:00 - 14:00	Last Session

For training registrations or in-house enquiries, please contact:

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