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Riyadh - Al Khaleej District - Sheikh Abdul Aziz Bin Abdul Rahman Bin Bishr Street - 13223 - Office No. 5 | P.O.BOX : 13224

Course: Hospitality Events and Conferences Management

Code	City	hotel	Start	End	price	Language - Hours
PR-312SA	Riyadh	Hotel Meeting Room	2026-12-06	2026-12-10	9950 SR	En - 25

Program Objectives

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

- Plan and prepare for events and conferences in a professional way.
- Organize the different functions in the event or conference.
- Control and supervise the different scientific and social activities in the event or conference.
- Prepare the estimated budget for the conference.
- Plan and organize different kinds of exhibitions.

This Program is designed for

Managers, supervisors and officers involved in the planning or management of events and conferences as well as managers and officers of public relations. This program is worth 25 NASBA CPEs.

Program Outline

Events and Conferences
• Importance and Concepts
Planning for Events and Conferences
• Preparing the Event Plan
• Selecting the Venue for the Event or Conference
Organization of the Event or Conference
• Choosing the Human Resources for the Management of the Event or Conference
• Forming Different Specialized Committees
• Training the Teams In Charge of Managing the Event or Conference

Promotional Activities for Events and Conferences

• Promotion and Advertisement of Events or Conferences
• Steps Needed for the Promotion and Marketing of the Event or Conference
The Different Functions for Managing Events and Conferences
• The Official Airline Carrier
• Arrangements with Hotels
• Conference Registration Activities
• The Scientific and Social Programs of the Conference
• Media Activities
• Managing the Event or Conference Different Sessions

Organizing of Exhibitions
• Planning for Exhibitions
• Promoting Exhibitions
• Organizing and Managing of Exhibitions
• Steps in the Actual Implementation of Exhibitions
The Financial Aspects of the Conference
• Preparing the Conference Budget
• Controlling Expenditures According to the Budget
• Specifying the Registration Fees
Follow Up and Evaluation of Conference and Events Activities
• Preparing the Final Report on the Event or Conference

The Scandinavian Academy for Training Center adopts the latest scientific and professional methodologies in training and human resource development, aiming to enhance the efficiency of individuals and organizations. Training programs are delivered through a comprehensive approach that includes:

- Theoretical lectures supported by PowerPoint presentations and visual materials (videos and short films).
- Scientific evaluation of participants before and after the program to measure progress and knowledge acquisition.
- Brainstorming sessions and practical role-playing to simulate real-life scenarios.
- Case studies tailored to align with the training content and participants work nature.
- Assessment tests conducted at the end of the program to evaluate the achievement of training objectives.

Each participant receives the training material (both theoretical and practical) in printed form and saved on a CD or flash drive. Detailed reports, including attendance records, final results, and overall program evaluations, are also provided.

Training materials are prepared professionally by a team of experts and specialists in various fields. At the end of the program, participants are awarded a professional attendance certificate, signed and accredited by the Scandinavian Academy for Training Center.

Program Timings: 9:00 AM to 2:00 PM

The program includes:

- A daily buffet provided during the sessions to ensure participants comfort.
- A closing ceremony on the final day to distribute certificates and celebrate participants achievements.
- **Note: All prices are exclusive of 15% Value Added Tax (VAT).**

Our Success Partners

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