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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: Event Management Essentials Effective Events Management

Code	City	hotel	Start	End	price	Language - Hours
PR-373SA	Riyadh	Hotel Meeting Room	2026-12-06	2026-12-10	9950 SR	En - 25

Why Choose this Course?

This course helps those people who are organizing and planning an event - it can be an in-house event or a commercial event. The impact of a successful event on a company can be profound. The impact of a poorly organized event so negative that it pulls resources sway from real work in dealing with the aftermath. No matter what, this course will fully support your objective of helping to deliver an effective event.

How do you ensure that your event is a great success and that you have achieved everything required? How do you ensure that it is within budget? These and many more questions will be answered on this exciting and stimulating course.

This course will feature:

- How to run an effective event based on sound principles of event management
- How to identify and deal with issues before they happen and deal with the unexpected
- Ensuring you have a smooth approach to the planning and running of events
- Building the required skills and the confidence to deliver events effectively

- Selecting and developing the events team

What are the Goals?

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

- Use a standardized events planning and management process
- Deal with the pitfalls and ways to overcome them in planning your events
- Deal with the financial and legal implications of holding events wherever they are held
- Use social media and extensive communication networks to communicate to your audience
- Apply a consistent approach to developing events

Who is this Course for?

This course is suitable to a wide range of professionals but will greatly benefit:

- Event management professionals
- Administrative support staff working in an events company or department

- Those from various public or private companies

- Those who want to enter the events management world

How will this be Presented?

This course will utilise a variety of proven adult learning techniques to ensure maximum understanding, comprehension and retention of the information presented. The course is highly interactive and delegates will be involved in a wide range of activities including individual, paired and group working. Video will also be used and active discussion is encouraged. Personal action planning will be used throughout the course.

The Course Content

Day One

The Basics of Events Management

- What is events management? Why some events fail?

- Establishing the event - ensuring it is viable

- Liaising with the client and key stakeholders

- Ensuring you have clear roles for all those involved in the event

- The top qualities of successful events management
- Quality 1: Flexibility - what it means and how to be flexible

Day Two

Setting up the Event to Succeed

- Developing agreed objectives for the event
- Agreeing your outcomes? What does a successful event look like?
- Dealing with risk and uncertainty in your events
- Developing the team - ensuring you have a strong team around you
- Quality 2: People skills – how to develop your people skills

Day Three

Event Planning

- Developing your plan for the event including marketing
- Working effectively with suppliers and your key stakeholders

- Delegating effectively for success
- Communicating the event successfully – but how?
- Establishing a clear monitoring process for your event
- Quality 3: Organization skills – how to be organized and effective

Day Four

Developing a 'Lessons Learned' Approach

- Building on your successes and your areas for improvement!
- Creating a learning culture
- Briefing & meeting skills
- Event finance including trying to obtain event sponsorship
- The legal issues you may face
- Quality 4: Passion - what is it, what does it look like and how can you get it

Day Five

The Day of the Event

- Having a run through – pre event
- The event checklist – what is on your check list?
- Quality 5: Time management – some tips for effective time management
- Having a post event review process
- Formally closing the event, learning and moving on to the next event

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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