Training course on event planning and management

Professional Development Training Course Outline

Category	Business	**Duration**	5 Days
Base Fee	$1,500 USD	**Delivery Mode**	Online / On-site Hybrid

Course Introduction

The Event Planning and Management Training Course is designed to equip professionals with the essential skills and strategies needed to successfully organize and manage events. In today's competitive landscape, event planning has become a critical skill for businesses, non-profits, government bodies, and individuals who seek to create memorable experiences for their audiences. This course covers all aspects of event planning, from conceptualization to execution, ensuring participants are well-prepared to handle any event with confidence.

Event planning is more than just arranging logistics; it involves strategic thinking, creativity, and meticulous attention to detail. Whether you're organizing a corporate event, conference, wedding, or large-scale public event, mastering the fundamentals of event management is key. This course provides participants with the knowledge to effectively plan, coordinate, and execute events while ensuring high standards of quality, efficiency, and guest satisfaction.

Programme Curriculum

Training Course on Event Planning and Management

Introduction

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Through case studies, expert insights, and practical exercises, this training helps participants gain a comprehensive understanding of the various stages of event management. From budgeting and selecting venues to creating effective event marketing strategies, the course ensures that you are equipped with the tools to plan and execute successful events that leave a lasting impact on attendees. By the end of this course, participants will have developed the expertise to manage events of any scale with professionalism and precision. This comprehensive program ensures you can navigate the challenges of event planning, delivering successful events that align with client objectives, organizational goals, and industry best practices.

Course duration

5 Days

Course Objectives

1. Understand the event planning process from start to finish.
2. Learn how to create event objectives and align them with organizational goals.
3. Master the art of budgeting and cost management for events.
4. Develop strategies for choosing and securing event venues.
5. Gain insights into effective event marketing and promotion strategies.
6. Learn how to manage event logistics, including transportation and vendor coordination.
7. Understand how to build and manage event teams.
8. Gain experience in risk management and problem-solving during events.
9. Learn how to measure event success and gather feedback.
10. Develop practical skills to manage different types of events, from corporate to social.

Organizational Benefits

1. Ensure that events are executed professionally and efficiently.
2. Improve event outcomes by aligning them with strategic objectives.
3. Enhance the organization's brand image and reputation through successful events.
4. Boost team collaboration and productivity through effective event coordination.
5. Optimize event budgets by minimizing waste and maximizing resources.
6. Build a more skilled workforce capable of managing events of various scales.
7. Strengthen client relationships by delivering high-quality, tailored events.
8. Minimize risks and challenges associated with event planning.
9. Enhance organizational visibility and public relations through impactful events.
10. Foster a culture of continuous improvement in event management practices.

Target Participants

- Aspiring event planners and managers.
- Marketing, PR, and communications professionals involved in event coordination.
- Project managers and business owners seeking to organize company events.
- HR professionals involved in corporate training and staff events.
- Entrepreneurs looking to start their own event planning business.
- Students pursuing careers in hospitality, tourism, and event management.
- Non-profit organizations planning fundraising or awareness events.

- Anyone interested in developing professional event planning skills.

Course Outline

Module 1: Introduction to Event Planning

1. Overview of the event planning industry and key concepts.
2. Types of events: Corporate, social, and public events.
3. Defining event goals and objectives.
4. The role of an event planner and essential skills.
5. Case Study: Planning a successful corporate conference.

Module 2: Budgeting and Financial Management for Events

1. Creating a realistic event budget.
2. Managing event costs and tracking expenses.
3. Understanding cost-effective event planning.
4. Identifying revenue streams for events (sponsorships, ticket sales, etc.).
5. Case Study: Budget management for a large public event.

Module 3: Venue Selection and Event Logistics

1. How to choose the perfect venue for different events.
2. Venue contracts and legal considerations.
3. Event transportation and accommodation arrangements.
4. Working with vendors and suppliers.
5. Case Study: Organizing a wedding at a prestigious venue.

Module 4: Event Marketing and Promotion

1. Developing an event marketing plan.
2. Social media strategies for event promotion.
3. Email marketing, websites, and online registration systems.
4. Creating effective promotional materials and content.
5. Case Study: Marketing a corporate charity gala.

Module 5: Event Team Management and Coordination

1. Building and leading an event team.
2. Delegating tasks and managing timelines.
3. Coordinating with multiple stakeholders and vendors.
4. Managing event volunteers and staff.
5. Case Study: Managing an event staff at a multi-day conference.

Module 6: Risk Management, Event Evaluation, and Feedback

1. Identifying and mitigating risks during event planning.
2. Crisis management and troubleshooting on the day of the event.
3. Measuring event success and ROI.
4. Gathering client and attendee feedback.
5. Case Study: Handling an unforeseen crisis during a public event.

Training Methodology

The instructor led trainings are delivered using a blended learning approach and comprises of presentations, guided sessions of practical exercise, web-based tutorials and group work. Our facilitators are seasoned industry experts with years of experience, working as professional and trainers in these fields.

Register as a group from 3 participants for a Discount

Send us an email: info@fineskilltrainingcenter.org or call *+254769199797*

Certification

Upon successful completion of this training, participants will be issued with a globally- recognized certificate.

Tailor-Made Course

We also offer tailor-made courses based on your needs.

Key Notes

a. The participant must be conversant with English.

b. Upon completion of training the participant will be issued with an Authorized Training Certificate

c. Course duration is flexible and the contents can be modified to fit any number of days.

d. The course fee includes facilitation training materials, 2 coffee breaks, buffet lunch and A Certificate upon successful completion of Training.

e. One-year post-training support Consultation and Coaching provided after the course.

f. Payment should be done at least a week before commence of the training, to Fineskill Training Center account, as indicated in the invoice so as to enable us prepare better for you.

Upcoming Scheduled Sessions

Start Date	End Date	Location	Price
23 Nov 2026	27 Nov 2026	Online	$1,000
23 Nov 2026	27 Nov 2026	Physical	$1,500
23 Nov 2026	27 Nov 2026	Physical	$3,000
23 Nov 2026	27 Nov 2026	Physical	$3,000
23 Nov 2026	27 Nov 2026	Physical	$6,000
23 Nov 2026	27 Nov 2026	Physical	$4,500

Start Date	End Date	Location	Price
23 Nov 2026	27 Nov 2026	Physical	$6,000
23 Nov 2026	27 Nov 2026	Physical	$6,000

Ready to enroll or request a customized program? Book online or contact us:

Register Online Now

Email: info@fineskilltrainingcenter.com | Website: www.fineskilltrainingcenter.com