

Certificate in Events Management

Professional training programme



SPARK TRAINING

Professional training courses for leaders, specialists, and organizations seeking practical capability development.

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— Workshop Overview

Course Methodology The course uses interactive techniques such as team exercises, case studies, individual exercises, role plays (rehearsed and impromptu), videos, and group feedback.

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

- Explain the fundamental principles underlying event management
- Develop an event execution plan using a systematic step-by-step process
- Assess best practices for managing events logistics
- Implement diverse methodologies to assess the effectiveness of an event

Target Audience This course is designed for professionals involved in public relations, event management, business etiquette and protocol activities.

Target Competencies

- Assessing risks
- Actively listening to stakeholder needs
- Developing event plans
- Coordinating event logistics
- Analyzing post-event metrics
- Identifying suitable venues

Why Attend

The course uses interactive techniques such as team exercises, case studies, individual exercises, role plays (rehearsed and impromptu), videos, and group feedback.

Who Should Attend

This course is designed for professionals involved in public relations, event management, business etiquette and protocol activities.

— Learning Objectives

- Explain the fundamental principles underlying event management
- Develop an event execution plan using a systematic step-by-step process
- Assess best practices for managing events logistics
- Implement diverse methodologies to assess the effectiveness of an event
- Suggest improvement that moves an event from good to great

— Course Outline

DAY
1

Foundations of Event Management

- Definition of 'event'
- Reasons for organizing events
- Types of events
- Importance of events
- Definition of an event theme
- Steps to create and theme an event
- Stakeholders of an event

DAY
2

Steps in the Event Planning Process

- Deciding the vision and theme of an event
- Conducting a SWOT analysis
- Setting goals and objectives
- Determining the event's feasibility
- Choosing an appropriate organizational structure
- Creating a plan
- Evaluating the event
- The 5 Ws of event creation
- Being S.M.A.R.T with your objectives

DAY
3

Managing Event Logistics

- HR management for events
- Choosing an ideal venue
- Marketing and promoting your event
- Elements of event promotion and marketing
- Ticketing
- Signage
- Advertising
- Budgeting of events
- Safety components in event management
- Risk mitigation and contingency plans
- Potential problems
- Weather

- No shows
- Delayed deliveries

DAY
4

Event Assessment and Evaluation

- Differences between assessment and evaluation
- Six key stages in event evaluation
- Various methods of event evaluation
- Gantt charts for managing task schedules
- The ROI evaluation
- Measuring social media engagement

DAY

5

Organizing Great Events

- Needed steps for organizing influential events
- Plan and execute an effective campaign
- Use an efficient communication system
- Use the event website wisely
- Use technology wisely
- Execute a sound logistics system

— Upcoming Classroom Dates

DATE	LOCATION	FEE
12 - 16 October 2026	Amsterdam - Netherlands	€2,125
9 - 13 November 2026	London - United Kingdom	€2,100
14 - 18 December 2026	Istanbul - Türkiye	€1,425
18 - 22 January 2027	Barcelona - Spain	€1,925
15 - 19 February 2027	London - United Kingdom	€2,100
15 - 19 March 2027	Rome - Italy	€2,125
19 - 23 April 2027	Munich - Germany	€2,125
17 - 21 May 2027	Amsterdam - Netherlands	€2,125

— Certificate and Registration

Participants who attend and complete the full programme receive a SPARK Training Certificate of Completion. For registration, in-house delivery, or availability questions, contact info@sparktraining.eu or +31 85 115 0004.