



**SCANDINAVIAN ACADEMY**  
For Training and Development

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# Course: Hospitality Events and Conferences Management

Code	City	Hotel	Start	End	Price	Language - Hours
312	Florence (Italy)	Hotel Meeting Room	2025-12-15	2025-12-19	5450 €	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 and Development employs modern methods in training and skills development, enhancing the efficiency of human resource development. We follow these practices:**

• **Theoretical Lectures:**

- We deliver knowledge through advanced presentations such as PowerPoint and visual materials, including videos and short films.

• **Scientific Assessment:**

- We evaluate trainees skills before and after the course to ensure their progress.

• **Brainstorming and Interaction:**

- We encourage active participation through brainstorming sessions and applying concepts through role play.

• **Practical Cases:**

- We provide practical cases that align with the scientific content and the participants specific needs.

• **Examinations:**

- Tests are conducted at the end of the program to assess knowledge retention.

• **Educational Materials:**

- We provide both printed and digital scientific and practical materials to participants.

• **Attendance and Final Result Reports:**

- We prepare detailed attendance reports for participants and offer a comprehensive program evaluation.

• **Professionals and Experts:**

- The programs scientific content is prepared by the best professors and trainers in various fields.

• **Professional Completion Certificate:**

- Participants receive a professional completion certificate issued by the Scandinavian Academy for Training and Development in the Kingdom of Sweden, with the option for international authentication.

• **Program Timings:**

- Training programs are held from 10:00 AM to 2:00 PM and include coffee break sessions during lectures.