SCANDINAVIAN ACADEMY
For Training and Development

Course: Hospitality Events and Conferences Management

Code	City	Hotel	Start	End	Price	Language - Hours
312	Kuwait (Kuwait)	Hotel Meeting Room	2024-12-29	2025-01-02	3450 €	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.