



International Training  
Center Paris

# TRAINING SCHEDULE

**Phone: +33 6 59 26 89 09**

**E-mail: [Info@itcparis.com](mailto:Info@itcparis.com)**

**Address: 78, Avenue des Champs-Élysées, 75008 Paris**

# EVENT PLANNING AND MANAGEMENT

## Overview:

Event Planning and Management training is designed to provide participants with the skills and knowledge necessary to plan, organize and manage successful events. The program aims to equip participants with the necessary tools and techniques to create memorable events that meet the objectives of the organizers and attendees. The training is structured over five days and includes the following objectives:

### Event Planning and Management Training Objectives:

- Understand the role and importance of event planning and management.
- Learn how to identify event objectives and create event plans.
- Develop strategies for managing event logistics.
- Learn how to promote and market events.
- Understand the importance of risk management and contingency planning.
- Measure the success of events and evaluate feedback.

By the end of the program, participants will have gained a comprehensive understanding of event planning and management and will be equipped with the necessary skills and knowledge to plan, organize and manage successful events. They will also have had the opportunity to practice and receive feedback on their event planning and management skills.

## Targeted Groups:

- PR professionals involved in event management
- Communication directors overseeing events
- Brand managers focusing on event branding
- Professionals handling corporate events

# Planning:

## **Day 1: Introduction to Event Planning and Management**

- Understanding the role and importance of event planning and management.
- Different types of events and their objectives.
- The event planning and management process.

## **Day 2: Identifying Objectives and Creating Event Plans**

- Identifying event objectives and target audience.
- Creating event plans and timelines.
- Budgeting and resource allocation.

## **Day 3: Managing Event Logistics**

- Developing strategies for managing event logistics.
- Venue selection, equipment, and staffing.
- On-site management and problem-solving.

## **Day 4: Promoting and Marketing Events**

- Understanding the importance of promoting and marketing events.
- Creating effective event marketing plans.
- Social media and digital marketing for events.

## **Day 5: Measuring Success and Evaluating Feedback**

- Measuring the success of events.
- Evaluating feedback from attendees, sponsors, and stakeholders.
- Understanding the importance of continuous improvement.