Garnet
Garnet Global Training Center

GGT-HT-107

Hospitality, Tourism & Events

# Event & Conference Management

إدارة الفعاليات والمؤتمرات

| Duration | Language | Formats | Hours | Level |
|---|---|---|---|---|
| **5 or 10 days** | **English or Arabic** | **Classroom, online, in-house** | **35 / 70** | **Intermediate (management)** |

## Overview

This program treats Event & Conference Management as a managed system: policies, roles, resources, performance indicators and continual improvement. Service, revenue and operations programs for hotels, tourism and event organisers. Choose 5 or 10 days, classroom or live online, English or Arabic; organisations can also run it in-house and adapt the examples to their own work.

## What you will be able to do

- Set up and run Event & Conference Management as a managed process with clear roles.
- Control risk, quality and compliance in this area.
- Lead improvement projects and measure their benefit.
- Report clearly to senior management and stakeholders.
- Manage contractors, suppliers and internal customers.

## Who should attend

Hotel and restaurant managers, tourism professionals and event planners. It suits supervisors, section heads and specialists who manage, or are about to manage, this area.

## Key topics

- Guest experience standards
- Revenue and pricing
- Operations and cost control
- Food safety and hygiene
- Digital distribution
- Event planning

## Formats and fees

| | |
|---|---|
| 5-day classroom | **USD 4,750** |
| 5-day online | **USD 2,950** |
| 10-day classroom | **USD 8,950** |
| 10-day online | **USD 5,450** |
| In-house | **Quotation per group** |

Fees per participant, excluding VAT.

## Register or ask

**WhatsApp:** +971 56 674 7382

**Email:** info@garnettrainings.com

**Training:** training@garnettrainings.com

**Web:** garnettrainings.com

Sharjah Publishing City Free Zone, Sharjah, UAE

## Certificate

Participants who attend at least 90% of sessions and complete the final assessment receive a certificate of completion stating 35 contact hours (5-day) or 70 contact hours (10-day).

## 5-day outline

### Day 1 Event & Conference Management: the management framework

- Guest experience standards
- Hands-on workshop on a workplace challenge

### Day 2 Planning, resources and budgets

- Revenue and pricing
- Operations and cost control

### Day 3 Performance measurement and control

- Food safety and hygiene
- Common mistakes and how to avoid them

### Day 4 Risk, compliance and improvement

- Digital distribution
- Regional and international case studies

### Day 5 Management case study and action plan

- Event planning
- Checklists and templates to take away

## 10-day outline

### Day 1 Event & Conference Management: the management framework

- Guest experience standards
- Hands-on workshop on a workplace challenge

### Day 2 Planning, resources and budgets

- Revenue and pricing
- Operations and cost control

### Day 3 Performance measurement and control

- Food safety and hygiene
- Common mistakes and how to avoid them

### Day 4 Risk, compliance and improvement

- Digital distribution
- Regional and international case studies

### Day 5 Management case study and action plan

- Event planning
- Checklists and templates to take away

### Day 6 Advanced techniques and specialist practice

- Complex cases in depth
- Group discussion and peer review

### Day 7 Digital tools, data and automation

- Analysis tools and software
- Using AI in this field

### Day 8 Benchmarking against international practice

- Global performance benchmarks
- Measurement and reporting

### Day 9 Capstone project

- Analyse a real challenge from your organisation
- Build the solution and implementation plan

### Day 10 Presentations, final assessment and certificates

- Project presentations and review
- Final exam and certificate award

## Schedule 2027–2030

| Dates | Format | City | Language | Fee (USD) |
|---|---|---|---|---|
| 4–8 Jan 2027 | 5-day classroom | Dubai | Arabic | 4,750 |
| 5–9 Jul 2027 | 5-day online | Live online | Arabic | 2,950 |
| 9–13 Aug 2027 | 5-day classroom | Abu Dhabi | Arabic | 4,750 |
| 6–17 Dec 2027 | 10-day classroom | London | English | 8,950 |
| 6–17 Feb 2028 | 10-day classroom | Riyadh | Arabic | 8,950 |
| 8–12 May 2028 | 5-day classroom | Barcelona | English | 4,750 |
| 11–15 Jun 2028 | 5-day classroom | Amman | Arabic | 4,750 |
| 11–22 Sep 2028 | 10-day online | Live online | English | 5,450 |
| 19–23 Feb 2029 | 5-day online | Live online | Arabic | 2,950 |

| Dates | Format | City | Language | Fee (USD) |
|---|---|---|---|---|
| 14–25 May 2029 | 10-day classroom | Paris | English | 8,950 |
| 13–17 Aug 2029 | 5-day classroom | Amsterdam | English | 4,750 |
| 10–14 Sep 2029 | 5-day classroom | Barcelona | English | 4,750 |
| 8–19 Apr 2030 | 10-day online | Live online | Arabic | 5,450 |
| 19–23 Aug 2030 | 5-day classroom | Abu Dhabi | English | 4,750 |
| 7–11 Oct 2030 | 5-day classroom | Paris | English | 4,750 |
| 18–29 Nov 2030 | 10-day classroom | Dubai | Arabic | 8,950 |

Customised and in-house versions of this course are available on request. garnettrainings.com/en/customise/