Garnet
Garnet Global Training Center

GGT-MK-132

Marketing, Sales & Communication

Event Marketing & Sponsorship

التسويق بالفعاليات والرعاية

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

Overview

Participants in Event Marketing & Sponsorship practise the methods, tools and standards they need to perform reliably and solve problems on the job. Win and keep customers with sharper strategy, selling and communication. 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

- Apply the methods and standards of Event Marketing & Sponsorship to real tasks.
- Avoid the mistakes that most often cause rework or failure.
- Share good practice with your team.
- Use the right tools, checks and calculations step by step.
- Diagnose common problems and identify root causes.

Who should attend

Marketing and sales teams, account managers, PR and communication specialists. Practitioners with one to five years of experience benefit most.

Key topics

- Customer insight and segmentation
- Brand and positioning
- Digital channels and content
- Sales process and negotiation
- Measurement and ROI
- Media and stakeholder communication

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 Marketing & Sponsorship: principles and standards

- Media and stakeholder communication
- Common mistakes and how to avoid them

Day 2 Methods and tools in practice

- Customer insight and segmentation
- Brand and positioning

Day 3 Diagnosis and problem solving

- Digital channels and content
- Regional and international case studies

Day 4 Quality, safety and documentation

- Sales process and negotiation
- Checklists and templates to take away

Day 5 Workshop, assessment and action plan

- Measurement and ROI
- Group discussion and peer review

10-day outline

Day 1 Event Marketing & Sponsorship: principles and standards

- Media and stakeholder communication
- Common mistakes and how to avoid them

Day 2 Methods and tools in practice

- Customer insight and segmentation
- Brand and positioning

Day 3 Diagnosis and problem solving

- Digital channels and content
- Regional and international case studies

Day 4 Quality, safety and documentation

- Sales process and negotiation
- Checklists and templates to take away

Day 5 Workshop, assessment and action plan

- Measurement and ROI
- Group discussion and peer review

Day 6 Advanced techniques and specialist practice

- Complex cases in depth
- Measurement and reporting

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
- Hands-on workshop on a workplace challenge

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)
17–21 Jan 2027	5-day classroom	Cairo	Arabic	4,750
8–19 Feb 2027	10-day classroom	Abu Dhabi	Arabic	8,950
21–25 Jun 2027	5-day online	Live online	English	2,950
19–23 Dec 2027	5-day classroom	Riyadh	Arabic	4,750
16–27 Jan 2028	10-day classroom	Riyadh	Arabic	8,950
10–21 Jul 2028	10-day online	Live online	English	5,450
3–7 Sep 2028	5-day classroom	Muscat	English	4,750
4–8 Dec 2028	5-day classroom	Vienna	English	4,750
9–20 Apr 2029	10-day classroom	Amsterdam	English	8,950

Dates	Format	City	Language	Fee (USD)
18–22 Jun 2029	5-day classroom	Istanbul	English	4,750
10–14 Sep 2029	5-day online	Live online	Arabic	2,950
19–23 Nov 2029	5-day classroom	Paris	English	4,750
3–7 Mar 2030	5-day classroom	Muscat	English	4,750
1–12 Apr 2030	10-day classroom	Barcelona	English	8,950
10–21 Jun 2030	10-day online	Live online	English	5,450
4–8 Nov 2030	5-day classroom	Paris	English	4,750

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