Garnet
Garnet Global Training Center

GGT-HT-131

Hospitality, Tourism & Events

Exhibition Management

إدارة المعارض

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

Overview

Exhibition Management helps participants move from doing the work to managing it, with planning tools, control methods and reporting that management trusts. 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 Exhibition 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 Exhibition Management: the management framework

- Event planning
- Hands-on workshop on a workplace challenge

Day 2 Planning, resources and budgets

- Guest experience standards
- Revenue and pricing

Day 3 Performance measurement and control

- Operations and cost control
- Common mistakes and how to avoid them

Day 4 Risk, compliance and improvement

- Food safety and hygiene
- Regional and international case studies

Day 5 Management case study and action plan

- Digital distribution
- Checklists and templates to take away

10-day outline

Day 1 Exhibition Management: the management framework

- Event planning
- Hands-on workshop on a workplace challenge

Day 2 Planning, resources and budgets

- Guest experience standards
- Revenue and pricing

Day 3 Performance measurement and control

- Operations and cost control
- Common mistakes and how to avoid them

Day 4 Risk, compliance and improvement

- Food safety and hygiene
- Regional and international case studies

Day 5 Management case study and action plan

- Digital distribution
- 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)
18–22 Jan 2027	5-day classroom	Amsterdam	English	4,750
14–18 Mar 2027	5-day classroom	Riyadh	English	4,750
8–12 Nov 2027	5-day online	Live online	Arabic	2,950
20–31 Dec 2027	10-day classroom	Barcelona	English	8,950
5–9 Mar 2028	5-day classroom	Muscat	English	4,750
18–29 Jun 2028	10-day classroom	Cairo	Arabic	8,950
7–18 Aug 2028	10-day online	Live online	Arabic	5,450
11–15 Sep 2028	5-day classroom	Casablanca	Arabic	4,750
8–12 Jan 2029	5-day online	Live online	English	2,950

Dates	Format	City	Language	Fee (USD)
9–13 Apr 2029	5-day classroom	Vienna	English	4,750
4–8 Jun 2029	5-day classroom	Dubai	English	4,750
5–16 Aug 2029	10-day classroom	Cairo	Arabic	8,950
17–21 Mar 2030	5-day classroom	Riyadh	English	4,750
15–26 Jul 2030	10-day online	Live online	Arabic	5,450
11–15 Aug 2030	5-day classroom	Jeddah	Arabic	4,750
8–19 Sep 2030	10-day classroom	Doha	English	8,950

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