World-class Events Management

Essential Skills for Today's Event Managers

Focus on: The Manager ☑ **The Specialist** ☐ **Spotlight Programme** ☑ **Hands-on Skills** ☐

Course Overview

This course has been designed to provide participants with a comprehensive overview of the latest principles, processes, and practical skills required to plan, organize, and execute successful events. The course introduces the event industry, key event types, and the roles and responsibilities of an event manager, while emphasizing creativity, organization, budgeting, and customer satisfaction. Participants will gain extensive knowledge of event planning, including concept development, venue selection, budgeting, logistics, marketing, risk management, and on-site coordination. The course also highlights professional communication, teamwork, and problem-solving skills essential for managing events efficiently and delivering memorable experiences.

Course Objectives		This Course is Ideal For:	
1	Develop a structured, professional approach to planning and delivering high-impact events.	✓	Managers and professionals responsible for planning or overseeing events.
2	Gain strategic insight into event budgeting, logistics, and operational control.	✓	Hospitality, tourism, and corporate professionals involved in event delivery.
3	Strengthen leadership, coordination, and stakeholder management capabilities.	✓	Individuals seeking to transition into event management or expand their management scope.
4	Learn how to anticipate risk, manage complexity, and ensure smooth on-site execution.	✓	Team leaders and supervisors looking to strengthen operational and coordination skills.
5	Build a strong managerial foundation for overseeing events within hospitality, tourism, or corporate environments.	✓	Professionals aiming to build a strong managerial foundation in the events industry.

Course Content

Day	Theme	Coverage
1	Introduction to Events management	• Understand the Event Industry • Scope and importance of events • Types of events (corporate, social, cultural, MICE, festivals, tourism events) • Links to hospitality and tourism • Roles and responsibilities of an event manager • Event life cycle: concept to evaluation • Professional skills required in event management
2	Event planning	• Understanding client briefs and objectives • Event themes and creative concepts • Target audience analysis

		• Concept Development • Event feasibility and basic project planning • Event timelines and checklists • Coordination with hospitality services (venue, accommodation, catering)
3	Event Operations management	• Venue selection and layout planning • Food & beverage planning for events • Audio-visual and technical requirements • Managing logistical aspects of events • Vendor sourcing and coordination • Staffing and volunteer management • On-site event coordination and supervision
4	Control costs of events through budgeting	• Event budgeting and cost control • Pricing and revenue sources • Sponsorship and partnerships • Promote events effectively • Event marketing and promotion basics • Digital marketing and social media for events • Risk assessment, safety, and legal considerations
5	Delivering quality guest experience	• Service quality and guest experience management • Handling guest complaints and crisis situations • Cultural sensitivity and professionalism • Evaluation & Opportunities • Event evaluation and post-event reporting • Sustainability in event management • Opportunities in hospitality, tourism, and events

Course Assessment	Certification
Participants will be assessed on:	Upon successful completion of the course, participants will receive a **Certificate of Successful Completion**, along with a **Transcript of Marks** showing the performance by grade in each element of assessment and overall.
Participation in sessions	
Completion of exercises & case studies	
Performance in assessments	

Course Instructor

The instructor holds BSc and MSc degrees from the United States and brings over 20 years of combined experience in hospitality education and hotel management. With more than two decades of teaching experience in academia and professional training across Cyprus, alongside extensive hands-on leadership in hotel management and operations, the instructor offers a strong blend of academic insight and real-world industry expertise. Their background spans operational excellence, service quality, and strategic hospitality

management, providing participants with practical, experience-driven learning grounded in international best practices.