

## FROM CONCEPT TO EXECUTION: MASTERING EVENT PLANNING & MANAGEMENT - FOUNDATIONS

<b>Start Date:</b>	27/12/2026	<b>End Date:</b>	31/12/2026
<b>Categories:</b>	Public Relations & Marketing	<b>Venues:</b>	Kuwait
<b>Formats:</b>	In Person	<b>Instructors:</b>	

### OVERVIEW

In this foundational course, participants will learn the essential steps to plan and execute engaging events that leave a lasting impression. You'll develop practical skills in event logistics, vendor coordination, and basic marketing, setting a strong foundation for more advanced event planning strategies.

### OBJECTIVES

By the end of this course, participants will be able to:

- Craft compelling event concepts and align them with audience and organizational goals.
- Develop event budgets, timelines, and project plans.
- Manage vendors, select venues, and negotiate contracts effectively.
- Design engaging experiences through entertainment, catering, and décor.
- Promote events using fundamental marketing techniques.
- Conduct post-event reviews and build lasting audience engagement.

### COURSE OUTLINE

1. Crafting Event Concepts and Themes 2. Event Budgeting, Timelines, and Project Planning 3. Vendor Management, Venue Selection, and Contract Negotiation 4. Creating Engaging Experiences: Entertainment, Food, and Decor 5. Event Marketing Essentials 6. Post-Event Analysis and Sustaining Engagement

### TARGET AUDIENCE

All Supervisory Levels, Aspiring event planners, junior marketing professionals, administrative staff, and anyone seeking a solid foundation in event planning and management.

### METHODOLOGY

Workshops, hands-on planning activities, real-life event case studies, budgeting simulations, and group projects.

### CONCLUSION

Participants will gain the confidence and skills to coordinate events from concept to completion with

a strong understanding of foundational planning principles.

## DAILY AGENDA

### **Day 1: Event Fundamentals & Concept Development**

Learn how to develop event goals, themes, and audience-specific concepts that set the stage for effective planning.

### **Day 2: Planning & Coordination**

Gain hands-on experience building budgets, managing timelines, and coordinating vendors and logistics.

### **Day 3: Execution, Marketing & Evaluation**

Explore techniques for on-site event execution, basic promotion strategies, and conducting post-event evaluations.

*For more information, please contact us:*

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