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FROM CONCEPT TO EXECUTION: MASTERING EVENT PLANNING & MANAGEMENT – FOUNDATIONS

Start Date:	28/03/2027	**End Date:**	01/04/2027
Categories:	Public Relations & Market	**Venues:**	Kuwait
Formats:	In Person	**Instructors:**	

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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