

## COURSE OVERVIEW SS0886-3D

### Strategic Event Management

#### Course Title

Strategic Event Management

#### Course Date/Venue

Session 1: July 19-21, 2026/Sur Meeting Room, Royal Tulip Muscat, Muscat, Oman

Session 2: October 04-06, 2026/Tamra Meeting Room, Al Bandar Rotana Creek, Dubai, UAE



#### Course Reference

SS0886-3D



#### Course Duration/Credits

Three days/1.8 CEUs/18 PDHs

#### Course Description



**70% of this course is practical sessions where participants will be engaged in a series of interactive small groups, class workshops and role-plays.**



Successful events are those which are smoothly run with appropriate resources, within the budget, and when the strategic objectives are fully met. The key to effective event management is planning and preparation, providing for contingencies, and having a flexible and adaptable approach. The aim of this course is to provide you with the proper skills you need to manage successful events. By learning how to plan, coordinate, implement and evaluate events, you will learn best industry practice. You will have the opportunity to put together your own event project/plan which will allow you to manage the concept and idea through to the proposal and implementation of the event. The course will provide the participants with the practical skills and professional knowledge they need to succeed in the events management and organization.



The course will discuss how to manage and plan events, and covers assessing event concepts and feasibility, preparing commercial bids to run events, and how to manage budgets and finance for events; it deals with market, economic and other factors, and stakeholder relationships, and considers all aspects of event strategy, planning, and risk.

The course will cover the events management and the role of the event manager; the event project life cycle and the management of the event; the basic planning and organizing skills to ensure any event you organize, completes on schedule and on target; managing event projects, event design and production; exploring the creative side for designing event concepts and the importance of managing an events team; operating the event and managing the event human resource and finance; the mechanisms to control the cost of an event; event marketing and event health, safety and risk management.

By the end of the course, participants will learn the corporate events; the event impacts, sustainability and legacy; recognizing the media and its role in the event management; meeting the deadlines; coordinating projects; and interpreting the value of making contingency planning.

### **Course Objectives/Outcomes & Benefits for the Participants**

Upon the successful completion of this course, each participant will be able to:-

- Apply and gain an in-depth knowledge on event management and organization
- Discuss the events management and the role of the event manager
- Illustrate the event project life cycle and the management of the event
- Apply basic planning and organizing skills to ensure any event you organize, completes on schedule, and on target
- Manage event projects, event design and production
- Explore the creative side for designing event concepts and the importance of managing an events team
- Operate event and manage the event human resource and event finance
- Interpret the mechanisms to control the cost of an event
- Employ event marketing and determine event health, safety and risk management
- Identify corporate events and explain the event impacts, sustainability and legacy
- Recognize media and its role in the event management
- Meet deadlines, coordinate projects and discuss the value of making contingency plans
- Describe the media and links to stakeholders, the impact of media coverage on events and the crisis management for event managers
- Review evaluation reports, sponsors and media feedback

### **Exclusive Smart Training Kit - H-STK®**



Participants of this course will receive the exclusive “Howard Smart Training Kit” (H-STK®). The H-STK® consists of a comprehensive set of technical content which includes **electronic version** of the course materials conveniently saved in a **Tablet PC**.

### Who Should Attend

This course provides an overview of all significant aspects and considerations on event management and organization for events or public occasions officers (conferences, seminars, sports competitions, product launches, exhibitions etc.), admin staff handling tasks such like event management, controllers (PR&I), senior public relations officers, public relations officers, chief public relations officers, chief admin officers (Ahmadi services) and senior admin officers (community services).

### Course Certificate(s)

Internationally recognized certificates will be issued to all participants of the course who completed a minimum of 80% of the total tuition hours.

### Certificate Accreditations

Haward's certificates are accredited by the following international accreditation organizations: -

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British Accreditation Council (BAC)

Haward Technology is accredited by the **British Accreditation Council** for **Independent Further and Higher Education** as an **International Centre**. Haward's certificates are internationally recognized and accredited by the British Accreditation Council (BAC). BAC is the British accrediting body responsible for setting standards within independent further and higher education sector in the UK and overseas. As a BAC-accredited international centre, Haward Technology meets all of the international higher education criteria and standards set by BAC.

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The International Accreditors for Continuing Education and Training (IACET - USA)

Haward Technology is an Authorized Training Provider by the International Accreditors for Continuing Education and Training (IACET), 2201 Cooperative Way, Suite 600, Herndon, VA 20171, USA. In obtaining this authority, Haward Technology has demonstrated that it complies with the **ANSI/IACET 2018-1 Standard** which is widely recognized as the standard of good practice internationally. As a result of our Authorized Provider membership status, Haward Technology is authorized to offer IACET CEUs for its programs that qualify under the **ANSI/IACET 2018-1 Standard**.

Haward Technology's courses meet the professional certification and continuing education requirements for participants seeking **Continuing Education Units** (CEUs) in accordance with the rules & regulations of the International Accreditors for Continuing Education & Training (IACET). IACET is an international authority that evaluates programs according to strict, research-based criteria and guidelines. The CEU is an internationally accepted uniform unit of measurement in qualified courses of continuing education.

Haward Technology Middle East will award **1.8 CEUs** (Continuing Education Units) or **18 PDHs** (Professional Development Hours) for participants who completed the total tuition hours of this program. One CEU is equivalent to ten Professional Development Hours (PDHs) or ten contact hours of the participation in and completion of Haward Technology programs. A permanent record of a participant's involvement and awarding of CEU will be maintained by Haward Technology. Haward Technology will provide a copy of the participant's CEU and PDH Transcript of Records upon request.

### Course Instructor(s)

This course will be conducted by the following instructor(s). However, we have the right to change the course instructor(s) prior to the course date and inform participants accordingly:



**Ms. Sarah Henley Du Plessis, MEd, BTEC, BSc (Hons), BA (Hons),** is a **Senior Management Consultant** with over **20 years** of extensive experience specializing in **Human Resource Management System, Recruitment & Selection, Assessment & Interviews, Training & Development, Training Needs & Delivery Methods, Performance Management Systems, Business Writing Skills, Writing Business Correspondence & Document Control, Writing Memos & Business Letters, Business & Technical Report Writing, Communication Skills, Business Communication Etiquette, Interpersonal Skills, Presentation Skills, Organisational & Leadership Skills, Coaching & Mentoring, Self & Personal Development, Creative Problem Solving, Performance Management, Conflict Management, Talent Management, Risk Management, Resource Management, Emotional Intelligence, Customer Service, Persuasion Techniques, Supervisory Skills, Public Relations & Corporate Communication, Strategic Planning & Creative Thinking, Human Resource Management, Performance Assessment & Appraisal, Contract Management, Negotiation Skills, Tendering & Bidding, Sourcing & Vendor Management, Service Level Agreements, Purchasing Skills, Supply Chain Management and Logistics & Transportation.** She is currently the **Business Skills Trainer** working internationally across **Europe, Middle East, America and Asia.**

During her career, Ms. Sarah has held various significant positions and dedication both in academic and industrial as the **Divisional Purchasing Manager, Human Resource Manager, Services Buyer Manager, Category Manager, Senior Consultant/Lecturer, Business Skills Instructor, English Teacher, Business English Trainer, English Tutor,** Assistant National Park Ranger, Production & Project Buyer, Call Centre Agent, Customer Services Agent and Accounts Assistant from various companies and institutions like the **University of York, Melton College, Inlingua, Field First Cartons, Schneider Electric Ltd, Armitage Bros. Plc, Ryder Systemcare, Denby Pottery and Torrington.**

Ms. Sarah has a **Master** degree in **Education (Applied Linguistics), Bachelors** degree (with **Honours**) in **Natural Sciences** and in **Business Administration & Enterprise** from the **Open University** and the **University of Central England, UK,** respectively. Further, she holds a **Professional Graduate Certificate in Education (PGCE)** from the **University of Northumbria,** a **Graduate Diploma** from the **Chartered Institute of Purchasing and Supply (CIPS)** and a **BTEC Advanced Certificate** in Supervision of Biological Surveys from the GUI. Moreover, she is a **Certified Instructor/Trainer,** a **Certified Internal Verifier/Assessor/Trainer** by the **Institute of Leadership & Management (ILM)** and a **Certified CELTA Level 4 Instructor.** She also delivered numerous trainings, courses, seminars and conferences internationally.

### Training Methodology

This interactive training course includes the following training methodologies as a percentage of the total tuition hours:-

30% Lectures

70% Practical Exercises, Case Studies, Engaging Slides/Games, Customized Videos, Site Visits, Simulations, Role Play, Group Skill Sessions, Outdoor & Indoor Activities, Ice Breaking Activities, Group Activities and E-learning associated with the course topic is preferred

In an unlikely event, the course instructor may modify the above training methodology before or during the course for technical reasons.

### Learning Design & Customization

This course can be customized to the exact requirements of clients. Howard Technology is so proud of our huge capabilities in tailoring our courses to the training needs of our valued clients.

### Accommodation

Accommodation is not included in the course fees. However, any accommodation required can be arranged at the time of booking.

### Course Fee

**US\$ 3,750** per Delegate + **VAT**. This rate includes H-STK® (Howard Smart Training Kit), buffet lunch, coffee/tea on arrival, morning & afternoon of each day.

### Course Program

The following program is planned for this course. However, the course instructor(s) may modify this program before or during the course for technical reasons with no prior notice to participants. Nevertheless, the course objectives will always be met:

#### **Day 1**

0730 – 0800	<i>Registration &amp; Coffee</i>
0800 – 0815	<i>Welcome &amp; Introduction</i>
0815 – 0830	<b>PRE-TEST</b>
0830 – 0930	<b><i>Introduction to Events Management</i></b> <i>What is an Event • The Challenge of Events Management • The Place of Events in Human History &amp; Human Cultures • The Events Industry: What Business are We in? • The Event Manager • The Role of the Event Manager • The Events Profession &amp; Education • Identifying Key Players</i>
0930 – 0945	<i>Break</i>
0945 – 1100	<b><i>Event Project Life Cycle</i></b> <i>Pre-Event – Concept &amp; Design • Developing the Concept • Analysis &amp; Logistics • Feasibility – Green or Red Light? • Event Proposal • The Planning Process • Committing Resources • Budget &amp; Financial Management • Permits, Licenses &amp; Sponsorships • Marketing &amp; Promotion • Risk Management</i>
1100 – 1230	<b><i>The Event</i></b> <i>The Program • Management of the Event • Safety &amp; Crowd Management</i>
1230 – 1245	<i>Break</i>

1245 – 1330	<p><b>Managing Event Projects</b>  <i>Events as Project • Classification of Events • Project Management Perspectives • Event Project Definition, Organization &amp; Framework • Project Parameters • Stakeholder Requirements &amp; Needs • The Project Objective Statement • Project Planning • Project Optimization • Project Evaluation &amp; Review Techniques • Project Crashing • Project Risk Management • Project Cost Breakdown Structures • Project Implementation • Project Shutdown • The Required Competences of an Event Project Leader</i></p>
1330 – 1420	<p><b>Event Design &amp; Production</b>  <i>Current Views of Event Design • Events as Designed Experiences • Concept &amp; Theme • Understanding Event Experiences • Event Staging &amp; Logistics</i></p>
1420 – 1430	<p><b>Recap</b>  <i>Using this Course Overview, the Instructor(s) will Brief Participants about the Topics that were Discussed Today and Advise Them of the Topics to be Discussed Tomorrow</i></p>
1430	<p><i>Lunch &amp; End of Day One</i></p>

### Day 2

0730 – 0930	<p><b>Event Operations</b>  <i>The Legal Environment • Insurance • Regulations, Licenses &amp; Permits • Event Contracts • Event Logistics</i></p>
0930 – 0945	<p><i>Break</i></p>
0945 – 1100	<p><b>Managing the Event Human Resource</b>  <i>The Event Human Resource Challenge • Finding the Right People • The Challenges in Practice to the Events Industry • Formulating &amp; Conducting Event Induction &amp; Acculturation • Developing Effective Communication with Event Workers • Event Employee Learning &amp; Development • Motivating, Maximizing Performance &amp; Retaining Employees • Remunerating Staff</i></p>
1100 – 1230	<p><b>Event Finance</b>  <i>Financial Terminology • Financial Planning &amp; Control • Users of Event Finance Information • Budgeting &amp; Events • Budgeting as Logically Sequenced Planning Process • Common Methods of Budgeting • Applying Budgeting to Worked Examples • Comparing Actual &amp; Budgeted Performance</i></p>
1230 – 1245	<p><i>Break</i></p>
1245 – 1330	<p><b>Event Marketing</b>  <i>Event Marketing Planning • Event Sponsorship</i></p>
1330 – 1420	<p><b>Event Health, Safety &amp; Risk Management</b>  <i>Health &amp; Safety Legislation • Health &amp; Safety Management • Risk Management • Risk Assessment • Specific Event Risks</i></p>
1420 – 1430	<p><b>Recap</b>  <i>Using this Course Overview, the Instructor(s) will Brief Participants about the Topics that were Discussed Today and Advise Them of the Topics to be Discussed Tomorrow</i></p>
1430	<p><i>Lunch &amp; End of Day Two</i></p>

### Day 3

0730 – 0930	<p><b>Corporate Events</b>  <i>Categorization • Key Logistical Issues for Corporate Events • The Corporate Event Customer • Corporate Event Evaluation</i></p>
0930 – 0945	<p><i>Break</i></p>

0945 – 1100	<b>Event Impacts, Sustainability &amp; Legacy</b> Event Impacts • Measuring Impacts & Evaluating Events • Event Sustainability • Event Legacies • Events & The New Economics
1100 – 1230	<b>Events &amp; The Media</b> What is the Media? • The Role of the Media in Events Management • The Media & Links to Stakeholders • Media Management • The Impact of Media Coverage on Events • Crisis Management for Event Managers
1230 – 1245	Break
1245 – 1345	<b>Post-Event</b> Debriefing & Evaluation Reports • Sponsors & Media Feedback
1345 – 1400	<b>Course Conclusion</b> Using this Course Overview, the Instructor(s) will Brief Participants about the Course Topics that were Covered During the Course
1400 – 1415	<b>POST-TEST</b>
1415 – 1430	Presentation of Course Certificates
1430	Lunch & End of Course

### **Practical Sessions**

70% of this highly-interactive course is practical sessions. Theory learnt (30%) will be applied using various role-plays, case studies and practical sessions.



### **Course Coordinator**

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