



MEETING CONSULTANTS

title

ORGANISING CONFERENCES AND CORPORATE EVENTS – AN INTRODUCTION

subtitle

What even the non-experts should know

contents

Organising an event is a complex activity that requires thorough preparation. A single seminar is certainly not sufficient to acquire the knowledge required, but it can explain the main mechanisms at work.

Participants will learn about the characteristics of different types of events, their requirements in terms of space and venues, equipment, hotels, organisation times and procedures, size and type of delegates, forms of funding, most popular destinations, legal obligations, etc.

Mastering these elements is not only important for organisers, but for all professionals responsible for interacting with clients and their intermediaries.

By understanding the reasons and mechanisms that govern event organisation, you can react more quickly and more appropriately to client demands.

The module is completed by an in-depth look at the specific requirements of the association and corporate market.

objectives

To provide an introduction to organising different types of event and specific issues relating to them.

target

Professionals employed in all businesses providing services for conferences, in convention bureaus, or in destination marketing bodies.

duration

- basic module: 8 hours.