



**Asia Masters Center**

# Modern Methods & Techniques in The Preparation & Organization Of Conferences & Exhibitions





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## **Modern Methods & Techniques In The Preparation & Organization Of Conferences & Exhibitions**

### **➔ Course Objective**

- Identify the types of events and conferences in order to execute a more effective plan
- Organize, assess and motivate various committees involved in managing events and conferences
- Promote their events and conferences by planning and setting a step by step promotional plan
- Explain the various functions for managing events and conferences
- Prepare and control the financial aspects of a conference
- Plan and organize different kinds of exhibitions
- Examine all activities in order to evaluate them and to follow up on the events

### **➔ Target Audience**

- Managers
- supervisors
- officers involved in the planning
- management of events, exhibitions and conferences
- managers and officers of public relations

## Course Outline

### Events and conferences planning

- Definition of events and conferences
- Types of events and conferences
- Aim of a conference
- Importance and concepts
- Collecting information needed in planning
- Setting smart objectives
- Preparing the event plan with detailed activities and schedules
- Selecting the venue and agreeing on the site of the event or conference

### Organization of the event or conference

- Choosing human resources for the management of the event or conference
- Forming different specialized committees
- Training and motivating the teams in charge of managing the event or conference

### Promotional activities for events and conferences

- Marketing the conference
- Factors attracting participants
- Promotion and advertisement of events or conferences
- Steps needed for the promotion and marketing of the event or conference
- Setting a plan for the promotion of events and conferences

### The different functions for managing events and conferences

- The official airline carrier
- Arrangements for accommodation
- Conference registration process
- Social programs

- Public relations and media

### **The financial aspects of the conference**

- Preparing the conference budget
- Fixed expenses
- Variable expenses
- Conference revenues
- Determining the registration fees
- The financial committee

### **Organizing exhibitions**

- Importance of exhibitions in conferences
- Goods and services in a conference
- Pricing policy in exhibitions
- Application for an exhibition
- Promoting the exhibition
- Managing exhibitions
- Criteria for selecting exhibitors
- Contacting exhibitors

### **Follow up and evaluation of conference and events activities**

- Monitoring the event or conference activities
- 'SMART' objectives
- Key factors in assessment
- Benefits of follow up
- The coordination and follow up committee
- Follow up and evaluation
- The design of financial models for forecasting and decision-making

➤ **The Feature Of Asia Master Training And Development Center**

- we pick up the customer from the airport to the hotel.
- we give the participant training bag includes all the necessary tools for the course.
- Working within groups to achieve the best results.
- All our courses are confirmed and we do not postpone or cancel the courses regardless of the number of participants in the course.
- We can assist you in booking hotels at discounted prices if you wish to book through us.
- We offer the certificate from Asia Masters Center for Training and Administrative Development.

➔ **The Cost Of The Training Program Includes The Following:**

- 1) Scientific article on flash memory.
- 2) Training Room.
- 3) Training.
- 4) Coffee break.
- 5) The training bag includes all the tools for the course.



## Asia Masters Center

### Price (USD)

Communicate with the training department  
to know the participation fees

➤ **There are offers and discounts for groups**

### The details of the bank account

**Bank name: CIMB Bank Berhad**

**Account name: Asia Masters Center SDN. BHD**

**Bank account number: 80-0733590-5**

**Swift code: CIBBMYKL**

**IBAN: Null**