MERCURY

Strategic Event Management

18 – 22 January 2027
Lisbon (Portugal)



Dubai - UAE: +971 4 450 5697
Istanbul - Türkiye: +90 539 599 1206
Amman - Jordan: +962 79 712 3347

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Ref: 121763_1046356 **Date:** 18 – 22 January 2027 **Location:** Lisbon (Portugal) **Fees:** 5600 Euro

Introduction

Strategic event management is a vital discipline for organizations aiming to deliver impactful, goal-oriented events that align with business strategy and stakeholder expectations. This Strategic Event Management course provides an understanding of event planning, event strategy, and operational execution in dynamic environments. It explores how strategic decisions influence event success, brand positioning, and audience engagement. Participants will examine methods for organizing corporate events, conferences, exhibitions, and large-scale business gatherings. The program focuses on integrating event planning strategies, risk management, budgeting, and marketing into one professional framework. It equips professionals with practical theoretical knowledge to manage events efficiently while achieving measurable organizational objectives.

Targeted Groups

This Strategic Event Management training targets professionals seeking knowledge and skills:

- Event managers and coordinators.
- Corporate communication professionals.
- Public relations specialists.
- Marketing and brand managers.
- Conference and exhibition organizers.
- Hospitality and tourism professionals.
- Business development officers.
- Administrative and operations managers.
- Government event planners.
- Professionals handling official ceremonies.

Course Objectives

Participants will achieve the following objectives by completing the Strategic Event Management course:

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- Understand strategic event planning principles.
- Identify event objectives and success factors.
- Analyze stakeholder expectations.
- Develop professional event planning frameworks.
- Build event marketing strategies.
- Manage event budgets effectively.
- Apply event risk management methods.
- Improve audience engagement strategies.
- Organize conferences and business events professionally.
- Measure event performance and outcomes.
- Design event logistics plans.
- Strengthen crisis response in events.
- Improve sponsorship planning techniques.
- Integrate digital tools into event operations.
- Enhance strategic decision-making in event management.

Targeted Competencies

Participants will gain the following competencies during the Strategic Event Management program:

- Strategic event planning skills.
- Event budgeting competency.
- Stakeholder management ability.
- Venue selection knowledge.
- Risk analysis capability.
- Event marketing planning.
- Audience engagement management.
- Vendor coordination skills.
- Crisis management readiness.
- Time scheduling efficiency.
- Resource allocation planning.
- Event performance measurement.
- Sponsorship management skills.
- Leadership in event operations.

Studying Scenarios

In this Strategic Event Management training, participants develop skills through the following scenarios:

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- Planning an international business conference.
- Managing a high-profile corporate launch event.
- Handling event budget limitations.
- Responding to operational risks during events.
- Organizing stakeholder meetings.
- Designing audience engagement plans.
- Managing event marketing campaigns.
- Measuring post-event success and ROI.

Course Content

Unit 1: Fundamentals of Strategic Event Management

- Introduction to strategic event management.
- Event management lifecycle overview.
- Types of business and corporate events.
- Event planning process stages.
- Aligning events with organizational strategy.
- Strategic goals in event management.
- Understanding event stakeholders.
- Building event value propositions.

Unit 2: Event Planning and Design Strategies

- Developing event concepts and themes.
- Setting event goals and KPIs.
- Designing event experiences.
- Event scheduling and timelines.
- Venue selection strategy.
- Event resource planning.
- Creating operational workflows.
- Managing event teams effectively.

Unit 3: Budgeting, Risk, and Logistics Management

- Building event budgets.
- Cost estimation techniques.
- Financial control in event planning.
- Event logistics coordination.
- Supplier and vendor management.
- Transportation and accommodation planning.
- Risk assessment methods.
- Crisis management planning.

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Unit 4: Event Marketing and Audience Engagement

- Event marketing strategy development.
- Digital event marketing planning.
- Social media for event promotion.
- Audience targeting techniques.
- Branding in event management.
- Sponsorship and partnership planning.
- Communication plans for events.
- Improving attendee experience.

Unit 5: Event Performance and Strategic Improvement

- Measuring event performance indicators.
- Event ROI analysis.
- Post-event evaluation methods.
- Feedback collection systems.
- Reporting event outcomes.
- Continuous improvement planning.
- Event sustainability strategies.
- Future trends in strategic event management.

Final Insights & Key Takeaways

Strategic Event Management strengthens the ability to design, organize, and evaluate events that support long-term organizational goals. An effective event strategy combines planning, budgeting, marketing, and performance analysis to achieve professional and measurable event success.