


# Intensive Exhibition and Event Management (IEEM)

**Duration:** 10 Days

**Language:** en

**Course Code:** IND15 - 117

## Objective

Upon completion of this course, participants will be able to:

- Provide a condensed yet thorough understanding of the exhibition and event management industry.

- Develop key strategic planning, marketing, operations, and risk management skills.
- Enhance leadership and team management abilities.
- Ensure adherence to high professional standards and ethics.

## Audience

This course is intended for:

- Professionals with at least three years of experience in the exhibition and events industry.
- Event coordinators, managers, and planners looking to advance their careers.
- Marketing and sales professionals in the events sector.
- Individuals seeking certification to validate their expertise.

## Training Methodology

This course uses a variety of adult learning styles to aid full understanding and comprehension. Participants will review case studies to highlight key areas of importance and possible areas for faults. They will be supplied with the best tools required for learning exercises to improve their skills. Participants will analyse the examples to understand how these skills, techniques and methods apply in the workplace.

## Summary

The Intensive Exhibition and Event Management (IEEM) course is a fast-paced, comprehensive program designed to equip professionals with essential skills and knowledge in exhibition and event management. It is ideal for individuals looking to enhance their capabilities quickly and gain certification within a short timeframe.

# Course Content & Outline

### Section 1: Introduction to Exhibition and Event Management

- Industry Overview
- Key trends and future outlook
- Career pathways in exhibition management

### Section 2: Strategic Planning

- Vision, mission, and goal setting
- Market research and analysis
- Developing a strategic plan

### Section 3: Event Design and Planning

- Concept development
- Project management principles
- Venue selection and layout planning

### Section 4: Marketing and Promotion

- Marketing strategies and tools
- Digital marketing and social media
- Creating an effective promotional campaign

### Section 5: Sales and Sponsorship

- Sales techniques
- Sponsorship acquisition and management
- Building long-term partnerships

### Section 6: Operations Management

- Logistics and supply chain management

- On-site operations
- Technology and event management software

**Section 7: Financial Management**

- Budgeting and financial planning
- Cost control and ROI analysis
- Financial reporting and analysis

**Section 8: Risk Management**

- Identifying and mitigating risks
- Health, safety, and security
- Crisis management planning

**Section 9: Leadership and Team Management**

- Leadership styles and skills
- Building and managing teams
- Conflict resolution and negotiation

**Section 10: Ethics and Professionalism**

- Industry standards and ethics
- Professional Conduct
- Continuous professional development

## Certificate Description

Upon successful completion of this training course, delegates will be awarded a Holistique Training Certificate of Completion. For those who attend and complete the online training course, a Holistique Training e-Certificate will be provided.

Holistique Training Certificates are accredited by the British Assessment Council (BAC) and The CPD Certification Service (CPD) and are certified under ISO 9001, ISO 21001, and ISO 29993 standards.

CPD credits for this course are granted by our Certificates and will be reflected on the Holistique Training Certificate of Completion. In accordance with the standards of The CPD Certification Service, one CPD credit is awarded per hour of course attendance. A maximum of 50 CPD credits can be claimed for any single course we currently offer.

## Categories

Entertainment, Hospitality & Sports, Management & Leadership

## Tags

Planning, management, Event, Exhibition

## Related Articles




**Exhibition Management: Strategies For Successful Event Planning**

Discover the world of exhibition management and its significance in creating successful events. Learn about key functions, planning tips, and the qualities that make a great event manager. From showcasing products to fostering networking opportunities, effective exhibition management leaves a lasting impact, enhancing brand recognition and driving business growth.