

EVENT MANAGEMENT

**From Planning to
participation**

**BE A PROTAGONIST AT
YOUR FESTIVE EVENTS AND
A STAR OF TRADE FAIR
EVENTS**



Who are we talking to?

- Are you thinking about development?
- Are you a party protagonist?
- Are you an artisan?
- Do you have a creative idea you'd like to promote?
- Are you a hobbyist who wants to turn your passion into a career?



Why this course?

- Do you want to experience a well-organized party??
- Don't know how to launch you?
- Do you want to turn your passion into a successful business?
- Do you feel overwhelmed by bureaucracy?



Benefits for You

- **Save your Time:** Avoid Mistakes and Time Wastes.
- **Increased your Visibility:** Get noticed at crowded events.
- **More Profits:** Transform Events into a Business Opportunity.

What will be discovered in this Course?

Case study trade fair events



- **Introduction:** Meaning, benefits of events
- **Categories:** Meet the differences between events
- **Protagonists:** Knowing the stakeholders
- **Criteria for choosing:** What criteria should be used to choose events?
- **Specialists:** Meet the operators and specialists in the event world, necessary studies and experiences
- **Basic Requirements:** How and When we are ready to use Events
- **Trade Fair Events:** Knowing the Categories and Opportunities, Choosing Criteria, and Specialists
- **Planning and bureaucracy:** Plan the project, begin preparing requirements and obtaining necessary authorizations.
- **Marketing:** How to use social media to attract customers.
- **Stand Design:** Create an attractive space.
- **Sales Strategies:** How to Engage with Visitors and Sell Your Products
- **Control Plan:** How to Monitor the Process
- **Information Gathering Strategies:** How to Collect Data for Post-Event Use
- **Analysis:** How to use Experiences for Future Successes

Training Program



- **Presentation Method:** Online Live
- **Duration:** 4 Modules, 16 hours
Foundation Module: Discovering events, 2 ore
The fundamentals of events and event management, an introduction to the world of events, their different types, their protagonists, and the dynamics that characterize them
Module 1: Event management essentials for Event planners, 4 hours
The focus is on the design and planning of the event, before its realization
Module 2: Event management essentials for Organizers & Managers, 6 hours
The focus is on the organization, coordination and management of the event
Module 3: Event management essentials for Performers and Exhibitors, 4 hours
- **Registration:** Foundation Module is mandatory, one or more of the following modules can be integrated.
For an unitary registration of all 4 modules, 10% discount.

Speaker Maryam Ely Eskafi



- ✓ Studied: Computer Software Engineering and Master in Business Informatic
- ✓ Over 30 years of experience in public and private sectors, Iran and Italy
ICT Manager, Specialist in business planning and development
- ✓ Founder and CEO of ESSA activity, Italy
training and cultural mediation, aimed at accelerating the development of territories by promoting culture, science, art, business, and tourism, with a solid experience in bilateral relations between Iran and Italy
- ✓ ARTIGIANO IN FIERA international exhibition, Milan Italy
Specialist in business development and monitoring the quality of exhibitors' offers fieria internazionale



Ready to start?

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