

# Event Management Skills

Feb 03 – 04, 2025

PIM, Lahore

Rs. 31,000/=

Note: The Fee is Exclusive of GST.

## Course Description

Event Management has grown rapidly in recent years and has become established as an important element in the Promotional Mix. The emergence of Event Management as professional skills is now firmly established as required skills in professional environment.

## WHO MUST ATTEND?

This Event Management course is designed for professionals and individuals who want to learn about skills and practices of Event Management. This course will benefit individuals interested in making a career move into event management as well as for executives and managers already working in the industry who want a broader perspective of this growing industry.

## COURSE CONTENTS:

- Event Management
- Event Management Core Values
- Phases of Event Management
- Process of Event Management
- Five Knowledge Domains
- 35 Functional Units
- Event ROI
- Event Planning and Presentation

## LEARNING OUTCOMES

The Objective of this course is to provide participants with the skills they need to work in Event Management; to ensure that any event, from a departmental meeting to a full-scale conference, is a complete success. This workshop will give you a good grounding in all the essentials of Event Management; in this three days course you will also research and plan a fictional event, troubleshoot issues as they arise.

## FOR DETAILS AND REGISTRATION

**PIM, Lahore: Management House, 70-B/2, Gulberg III, Lahore 54600.**

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