

PUBLIC RELATIONS | COURSE BROCHURE

Conference and Exhibition Management

5 days | Classroom training | English

SMART HORIZON

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Course content

Why attend

Conferences and exhibitions are major investments that need careful planning to deliver results. This course covers event strategy, programme and speaker management, exhibition planning, stand design, sponsorship, registration and delegate management, logistics, on-site operations and return-on-investment measurement.

Large events involve hundreds of moving parts. You will learn a structured approach to deliver them successfully.

Professional Problems This Course Is Designed to Solve

• Difficulty translating subject knowledge into practical workplace decisions.
• Inconsistent approaches to the activities covered in the course outline.
• Lack of a structured plan for applying and reviewing new skills.

Course methodology

Planning templates, programme design exercises, sponsorship packaging and event simulations.

Course objectives

By the end of this course, participants will be able to:
• Set conference and exhibition strategy
• Design programmes and manage speakers
• Plan exhibitions and stands
• Develop sponsorship packages
• Manage registration and delegates
• Run on-site operations and measure ROI

Target audience

This course is suitable for:
• Event and conference managers
• PR and marketing professionals
• Exhibition coordinators
• Association staff
• Business development managers



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Target competencies

Participants will develop competencies in:

- Event strategy
- Programme design
- Sponsorship
- Delegate management
- ROI measurement

Course outline

Day 1: Strategy

09:00–10:08	Objectives
10:08–11:00	Formats
11:00–11:30	**Coffee break**
11:30–11:45	Formats (continued)
11:45–12:53	Budgets
12:53–14:00	Exercise

Day 2: Programme and Speakers

09:00–10:08	Programme design
10:08–11:00	Speaker management
11:00–11:30	**Coffee break**
11:30–11:45	Speaker management (continued)
11:45–12:53	Content
12:53–14:00	Workshop

Day 3: Exhibitions and Sponsorship

09:00–10:08	Floor plans
10:08–11:00	Stands
11:00–11:30	**Coffee break**



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11:30–11:45	Stands (continued)
11:45–12:53	Sponsorship packages
12:53–14:00	Exercise

Day 4: Delegates and Logistics

09:00–10:08	Registration
10:08–11:00	Delegate experience
11:00–11:30	**Coffee break**
11:30–11:45	Delegate experience (continued)
11:45–12:53	Logistics
12:53–14:00	Simulation

Day 5: Operations and ROI

09:00–10:08	On-site operations
10:08–11:00	Measurement
11:00–11:30	**Coffee break**
11:30–11:45	Measurement (continued)
11:45–12:53	Post-event
12:53–14:00	Action plan

The timings provided are estimates and may vary depending on the number of participants and the discussions taking place during the sessions. They are indicative only and do not constitute a binding commitment.



Course content

Dates, venues and fees

Current published course plans. Fees are per participant in EUR, excluding unconfirmed taxes.

Venue	Start date	End date	Fee (EUR)
Dubai Confirmed dates	9 Nov 2026	13 Nov 2026	**€3,150.–**
Online Confirmed dates	9 Nov 2026	13 Nov 2026	**€1,250.–**
Cape Town Confirmed dates	30 Nov 2026	4 Dec 2026	**€1,890.–**
Online Confirmed dates	30 Nov 2026	4 Dec 2026	**€1,250.–**
Amsterdam Confirmed dates	14 Dec 2026	18 Dec 2026	**€2,540.–**
Online Confirmed dates	14 Dec 2026	18 Dec 2026	**€1,250.–**
Kuala Lumpur Confirmed dates	18 Jan 2027	22 Jan 2027	**€1,450.–**
Online Confirmed dates	18 Jan 2027	22 Jan 2027	**€1,250.–**
Cape Town Confirmed dates	8 Feb 2027	12 Feb 2027	**€1,890.–**



Course content

Dates, venues and fees (continued)

Venue	Start date	End date	Fee (EUR)
Online Confirmed dates	8 Feb 2027	12 Feb 2027	**€1,250.–**
London Confirmed dates	1 Mar 2027	5 Mar 2027	**€2,450.–**
Online Confirmed dates	1 Mar 2027	5 Mar 2027	**€1,250.–**
Rome Confirmed dates	22 Mar 2027	26 Mar 2027	**€2,450.–**
Online Confirmed dates	22 Mar 2027	26 Mar 2027	**€1,250.–**
Dubai Confirmed dates	5 Apr 2027	9 Apr 2027	**€3,150.–**
Online Confirmed dates	5 Apr 2027	9 Apr 2027	**€1,250.–**
Istanbul Confirmed dates	26 Apr 2027	30 Apr 2027	**€2,650.–**
Online Confirmed dates	26 Apr 2027	30 Apr 2027	**€1,250.–**



Course content

Dates, venues and fees (continued)

Venue	Start date	End date	Fee (EUR)
Vienna Confirmed dates	17 May 2027	21 May 2027	**€2,940.–**
Online Confirmed dates	17 May 2027	21 May 2027	**€1,250.–**
London Confirmed dates	7 Jun 2027	11 Jun 2027	**€2,450.–**
Online Confirmed dates	7 Jun 2027	11 Jun 2027	**€1,250.–**
Rome Confirmed dates	28 Jun 2027	2 Jul 2027	**€2,450.–**
Online Confirmed dates	28 Jun 2027	2 Jul 2027	**€1,250.–**
Dubai Confirmed dates	12 Jul 2027	16 Jul 2027	**€3,150.–**
Online Confirmed dates	12 Jul 2027	16 Jul 2027	**€1,250.–**
Paris Confirmed dates	2 Aug 2027	6 Aug 2027	**€2,860.–**



Course content

Dates, venues and fees (continued)

Venue	Start date	End date	Fee (EUR)
Online Confirmed dates	2 Aug 2027	6 Aug 2027	**€1,250.-**
Barcelona Confirmed dates	23 Aug 2027	27 Aug 2027	**€2,840.-**
Online Confirmed dates	23 Aug 2027	27 Aug 2027	**€1,250.-**
Rome Confirmed dates	13 Sept 2027	17 Sept 2027	**€2,450.-**
Online Confirmed dates	13 Sept 2027	17 Sept 2027	**€1,250.-**
Cape Town Confirmed dates	4 Oct 2027	8 Oct 2027	**€1,890.-**
Online Confirmed dates	4 Oct 2027	8 Oct 2027	**€1,250.-**
Frankfurt Confirmed dates	18 Oct 2027	22 Oct 2027	**€2,650.-**
Online Confirmed dates	18 Oct 2027	22 Oct 2027	**€1,250.-**



Course content

Dates, venues and fees (continued)

Venue	Start date	End date	Fee (EUR)
Vienna Confirmed dates	8 Nov 2027	12 Nov 2027	**€2,940.-**
Online Confirmed dates	8 Nov 2027	12 Nov 2027	**€1,250.-**
Barcelona Confirmed dates	29 Nov 2027	3 Dec 2027	**€2,840.-**
Online Confirmed dates	29 Nov 2027	3 Dec 2027	**€1,250.-**

Plan your next step

Dates, availability, exact venue, taxes, inclusions and payment terms require written confirmation. This brochure is not a quotation, registration, booking confirmation or visa invitation. Participants receive a Smart Horizon certificate of attendance; programmes are not externally accredited and do not award a professional qualification or designation. Confirm arrangements before booking travel.

For group or in-house training, contact our learning team to discuss your objectives and delivery arrangements.

Contact Smart Horizon

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View the latest course details online