



Hotel Event and Conference Planning Training Course

Hotel Event and Conference Planning Training Course

Overview

Hotel Event and Conference Planning Training Course is a one-week foundation programme for hotel event coordinators, conference-services staff, banquet teams, and venue professionals. Participants convert a client brief into objectives, attendee profiles, schedules, budgets, room and venue requirements, accommodation blocks, food and beverage, registration, audiovisual support, supplier plans, risks, event-day coordination, and evaluation. The programme focuses on practical hotel and conference-services planning rather than VIP protocol or live executive command. Each participant leaves with an Event and Conference Plan. Agile Leaders Training Center provides this course to build controlled and guest-focused event planning.

Who Should Attend

- Hotel event and conference coordinators
- Banquet, catering, and conference-services teams
- Venue, registration, and guest-services staff
- Hospitality professionals entering event planning roles
- Supervisors supporting meetings, seminars, and conferences

Departments and Industries

- Hotels, resorts, conference centres, and event venues
- Events, banqueting, catering, and conference services
- Sales, reservations, front office, and accommodation
- Audiovisual, facilities, registration, and supplier coordination
- Corporate, association, educational, and hospitality events

Learning Objectives

- Translate a client brief into clear event objectives, scope, and attendee requirements
- Build a critical path, budget, venue plan, and responsibility matrix
- Coordinate accommodation, food and beverage, registration, audiovisual, and suppliers
- Identify event risks and create practical contingency arrangements
- Prepare run sheets, briefing tools, event-day controls, and evaluation methods
- Create an integrated Event and Conference Plan

Course Agenda

Day 1: Client Brief, Objectives, and Attendee Journey

1. Clarify purpose, outcomes, audience, format, and service expectations
2. Build an attendee profile and journey map
3. Define scope, deliverables, assumptions, and constraints
4. Map stakeholders with a Responsibility Matrix
5. Prepare an Event and Conference Planning Brief

Day 2: Schedule, Budget, Venue, and Accommodation

1. Build a planning critical path and decision calendar
2. Separate fixed, variable, committed, and contingency costs
3. Create a budget tracker and approval controls
4. Evaluate venue capacity, room sets, access, and service flows
5. Plan accommodation blocks, rooming lists, and booking handoffs

Day 3: Programme, Catering, Registration, and Production

1. Translate the programme into session and room requirements
2. Plan food and beverage timing, menus, breaks, and service points
3. Design registration, badge, information, and attendee-support flows
4. Specify audiovisual, internet, staging, signage, and speaker support
5. Coordinate requirements with an Event Specification Sheet

Day 4: Suppliers, Risk, and Contingency Planning

1. Select and brief suppliers using a Supplier Requirement Matrix
2. Track contracts, deliveries, dependencies, and change control
3. Identify operational, attendee, venue, technology, and schedule risks
4. Build a Risk and Contingency Register
5. Conduct a readiness review and tabletop scenario exercise

Day 5: Event-Day Coordination and Evaluation

1. Create a detailed Event Run Sheet and contact list
2. Brief hotel departments, suppliers, speakers, and registration teams
3. Monitor setup, guest flow, timing, incidents, and service delivery
4. Close supplier, venue, attendee, and financial actions
5. Evaluate results and present an Event and Conference Plan



Practical Exercises

- Convert a client brief into objectives and an attendee journey
- Build a schedule, budget, venue layout, and room-block plan
- Design catering, registration, and audiovisual requirements
- Create a risk register and contingency response
- Present a complete event and conference plan

Frequently Asked Questions

Is this course limited to large conferences?

No. The planning tools apply to meetings, seminars, workshops, conferences, and hotel-based business events of different sizes.

Does the course cover VIP protocol?

It addresses general guest and stakeholder requirements, while detailed VIP protocol belongs to specialist event-operations training.

Are legal requirements taught?

The course teaches planners to identify applicable requirements and involve authorised venue, safety, legal, or technical specialists where needed.

Conclusion

Participants finish able to plan hotel events and conferences from client brief through evaluation using a practical Event and Conference Plan.



Training Course Categories

Agile PM and Project Management Training Courses

Agribusiness & Food Security Training Courses

Aviation Management and Operations Training Courses

Certified Courses By International Bodies

Communication and Public Relations Training Courses

Crisis Management and Business Continuity Training Courses

Data Analytics Training and Data Science Courses

Digital Government & Public Service Training Courses

Education and Learning Development Training Courses

Environment & Sustainability Training Courses

Facilities and Real Estate Training Courses

Finance and Accounting Training Courses

Governance, Risk and Compliance Training Courses

Healthcare Management Training Courses

Heritage Conservation and Museum Management Training Courses

Hospitality and Tourism Training Courses

Human Resources Training and Development Courses

IT Security Training & IT Training Courses

Leadership and Management Training Courses

Legal Training, Procurement and Contracting Courses

Maintenance Training and Engineering Training Courses

Marketing, Customer Relations, and Sales Courses

NGO, Humanitarian and Development Management Training Courses

Occupational Health, Safety and Security Training Courses

Oil & Gas Training and Other Technical Courses

Personal & Self-Development Training Courses



Training Course Categories

Quality and Operations Management Training Courses

Secretarial and Administration Training Courses

Shipping, Maritime and Ports Training Courses



Training Cities

Abu Dhabi UAE	Accra Ghana	Amman Jordan
Amsterdam Netherlands	Athens Greece	Baku Azerbaijan
Bali Indonesia	Bangkok Thailand	Barcelona Spain
Berlin Germany	Cairo Egypt	Cape town South Africa
Casablanca Morocco	Chicago USA	Doha Qatar
Dubai UAE	Frankfurt Germany	Geneva Switzerland
Istanbul Turkey	Jakarta Indonesia	Johannesburg South Africa
Kuala Lumpur Malaysia	Kuwait Kuwait	Lagos Nigeria
Langkawi Malaysia	Lisbon Portugal	London UK
Madrid Spain	Manama Bahrain	Marbella Spain
Milan Italy	Montreux Switzerland	Munich Germany
Muscat Oman	Nairobi Kenya	New York USA

Training Cities

Nice

France

Paris

France

Phuket

Thailand

Port Louis

Mauritius

Porto

Portugal

Prague

Czech Republic

Rome

Italy

San Diego

USA

Seoul

South Korea

Sharm El-Sheikh

Egypt

Singapore

Singapore

Tashkent

Uzbekistan

Tbilisi

Georgia

Tokyo

Japan

Toronto

Canada

Trabzon

Turkey

Vienna

Austria

Zanzibar

Tanzania

Zoom

Online Training

Zurich

Switzerland