Hotel Event and Conference Planning Training Course

20 – 24 September 2027
Casablanca

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Training Center

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Ref: 1584_216746 **Date:** 20 – 24 September 2027 **Location:** Casablanca **Fees:** 4100 Euro

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

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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

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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.