



Institute for Tourism
Professionals of Nigeria

Event Planning & Management

Organizing and managing events, from small meetings to large conferences, encompassing tasks like budgeting, venue selection, vendor coordination, and event promotion to ensure a successful outcome



www.tourism.org.ng





Introduction to Event Planning

- Definition and Scope of Event Management
- Types of Events (Corporate, Social, Cultural, Sports, etc.)
- Role of an Event Planner
- Key Skills and Competencies





Event Conceptualization and Design

- Event Theme and Purpose
- Event Feasibility and SWOT Analysis
- Target Audience Identification
- Event Concept and Creativity





Event Budgeting and Financial Management



- **Cost Estimation and Budget Preparation**
- **Sponsorship and Fundraising**
- **Ticketing and Pricing Strategies**
- **Financial Risk Management**

Venue Selection and Logistics



- **Venue Selection Criteria**
- **Site Inspection and Contracts**
- **Logistics Planning (Catering, Equipment, Transportation)**
- **Vendor Management and Negotiation**



Event Marketing and Promotion

- Marketing Strategies and Tools
- Social Media and Digital Promotion
- Public Relations and Media Planning
- Event Branding and Communication



RISK AND SAFETY MANAGEMENT

- Safety Measures and Emergency Planning
- Legal and Ethical Considerations
- Crowd Management and Security





EVENT EXECUTION AND ON-SITE MANAGEMENT

- Pre-Event Setup and Rehearsals
- Coordination of Teams and Volunteers
- Managing Unexpected Challenges
- Guest Management and Customer Experience

POST-EVENT EVALUATION AND REPORTING

- Measuring Event Success (KPIs and ROI)
- Collecting and Analyzing Feedback
- Report Writing and Recommendations
- Continuous Improvement Strategies





Institute for Tourism
Professionals of Nigeria

Thank You!

*Effective financial risk management ensures stability
and success in real estate ventures. Thank you!*



www.tourism.org.ng



08124225232, 08131333593,
07064859111



www.tourism.org.ng

