# Corporate Event Planning and Delivery

Sales and Marketing

## Course Overview

Corporate Event Planning and Delivery: a 5-day professional training course from LTC Consultants, delivered in-classroom across Africa and live online.

## What You Will Achieve

- Explain the core principles and current good practice in Corporate Event Planning and Delivery
- Apply practical tools and techniques for Corporate Event Planning and Delivery in your own organisation
- Analyse real-world scenarios and select the right approach with confidence
- Avoid the common pitfalls that undermine Corporate Event Planning and Delivery in practice
- Build a personal action plan to implement what you have learned

## Who Should Attend

Marketing, communications, PR and sales professionals, and managers responsible for brand, reputation or revenue growth.

## Course Outline

1. Foundations of Corporate Event Planning and Delivery: principles, terminology and context
2. The business case: why Corporate Event Planning and Delivery matters to performance
3. Core tools, frameworks and methods
4. Applying the tools: guided case study and exercises
5. Common pitfalls and how experienced practitioners avoid them
6. Working with stakeholders: communication and influence
7. Measuring results and continuous improvement
8. Personal action planning and course review

## Upcoming Dates and Fees

| DATES | VENUE | FEE (PER DELEGATE) |
|---|---|---|
| 9 to 13 Nov 2026 | Kigali | **$1,450** |
| 16 to 20 Nov 2026 | Cape Town | **$1,550** |
| 23 to 27 Nov 2026 | Lusaka | **$1,650** |
| 30 Nov to 4 Dec 2026 | Maputo | **$1,450** |
| 7 to 11 Dec 2026 | Johannesburg | **$1,395** |

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Every delegate receives a Certificate of Attendance. Group and in-house rates available on request.