Strategic Event Management

Media Skills & Public Relations (PR)

Course Overview

Strategic Event Management: 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 Strategic Event Management
- Apply practical tools and techniques for Strategic Event Management in your own organisation
- Analyse real-world scenarios and select the right approach with confidence
- Avoid the common pitfalls that undermine Strategic Event Management in practice
- Build a personal action plan to implement what you have learned

Who Should Attend

Directors, senior managers, heads of department, team leaders and high-potential professionals preparing for greater leadership responsibility.

Course Outline

1. Foundations of Strategic Event Management: principles, terminology and context
2. The business case: why Strategic Event Management 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	Cairo	**$1,450**
16 to 20 Nov 2026	Online	**$800**
23 to 27 Nov 2026	Pretoria	**$1,650**
30 Nov to 4 Dec 2026	Windhoek	**$1,450**
7 to 11 Dec 2026	Dar es Salaam	**$1,550**

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