



crews

Where you belong

TRAINING

Event Manager

LEARNING OBJECTIVES

- Understand the key issues of the event manager role
- Learn how to design, organise and manage a professional event
- Master tools for event management, logistics and communication
- Adopt a proactive attitude in operational and budgetary follow-up

TRAINING DURATION

2 days (14 hours)

TARGET AUDIENCE

Event professionals

PREREQUISITES

None

ACCESS TIME

Eligibility based on application and interview with the Experience team: response within 48 hours.

PRICE

- Inter-company training: €1,590 excl. VAT per person
- Intra-company / tailor-made training: on request

Crews Education

3 rue Lac du Mont-Cenis, BP 70408, 73370 Le Bourget du Lac, FRANCE

Tél : +33 (0)4 80 81 94 50 - Email : contact@crews-education.com

www.crews-education.com



DETAILED PROGRAM

- The role and missions of the event manager
 - Overview of event types (internal, external, public, digital...)
 - Key skills: organisation, creativity, rigour, relational abilities
 - Marketing, communication and brand image challenges
- Designing a professional event
 - Client brief, defining objectives and target audience
 - Choosing the format, venue, schedule and service providers
 - Creating the event concept and storytelling
- Budget and logistics management
 - Building a provisional budget
 - Managing timelines, D-day schedule, logistics and HR
 - Tracking tools and dashboards
- Communication and activation around the event
 - Creating materials and content
 - Promotion before, during and after the event
 - Using social media and digital channels
- Operational workshop
 - Case study on a real or fictional event
 - Complete project development (briefs, timeline, budget)
 - Project presentation and collective analysis

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CAREER OPPORTUNITIES, PATHWAYS AND FOLLOW-UP COURSES

At the end of the training, learners will be able to manage an event from A to Z, from conception to evaluation, with a professional posture adapted to today's sector demands.

TEACHING METHODS, RESOURCES AND SUPPORT

- Training delivered by professionals actively working in the digital field
- Varied and dynamic teaching methods (case studies, workshops, assignments)
- Individual support by the Experience team

TRAINING TOOLS

- High-performance digital tools: Google Workspace for Education, Edusign...
- Practical case studies based on real-life business situations

EVALUATION METHODS

- End-of-training assessment via quiz or project submission

RESULTS AND PERFORMANCE INDICATORS

- Satisfaction rate at the end of training: NA
- Individual progress rate: NA

ACCESSIBILITY

Accessibility for people with disabilities or specific difficulties, contact us to organize an interview and offer you a program adapted to your needs: handicap@crews-education.com

Accessibility to international attendants, contact us: international@crews-education.com

CONTACTS

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