

In the framework of the Master in Event Planning

EVENT-PRENEUR

How to Create & Grow your Event Company

Specialized seminar led by Mrs. Aya Saidi



**Every Monday at 7pm
Starting February 2025**



**Faculty of Humanities (FLSH)
Humanities Campus (CSH)**

EVENT-PRENEUR

How to **Create & Grow**
your **Event Company**

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Introduction to Events Planning Industry

Laying the Foundation of Your Event Business

Understanding Legal Requirements for Establishing a company

Client Acquisition and Relationship Building

Financial Planning and Budget Management

Leadership and Team Management

Marketing your Brand

Project Management Essentials



Aya Saidi

Instructor at the Faculty of Humanities USJ

Aya Saidi is a seasoned event planner and instructor, dedicated to empowering students with the knowledge and skills necessary to thrive in the dynamic field of event management. With over a decade of industry experience, Aya founded her own company "The Planner," where she has successfully organized and managed a wide array of events, including concerts, festivals, corporate, conferences, and sports events. Aya integrates this hands-on expertise into her teaching, providing students with practical insights into key areas such as innovative event design, market analysis, budget management, event logistics, sponsorship coordination, and launching an event business.

In addition to her professional achievements, Mrs. Saidi serves as an instructor in the "Event Planning Master's Program" and as an expert trainer at the "Professional Training Center" at USJ.