USJ 1875
Université Saint-Joseph de Beyrouth

Centre de formation professionnelle
Professional Training Center
Université Saint-Joseph de Beyrouth



CERTIFICATE

THE ART OF EVENT PLANNING & MANAGEMENT

PLAN, CREATE, INSPIRE.

36 scheduled classroom hours, including the execution of a real event

PROGRAM AT A GLANCE

DATES
January 22, 29, 2027
February 3, 19, 26, 2027
March 5, 18, 2027
April 2, 9, 16, 2027
May 21, 2027
Real Event: End of May 2027
Event Evaluation Session: Date to Be Confirmed

Participants will contribute to the planning and organization of CFP's 10th Anniversary Celebration, applying their knowledge to a real event.

DURATION
36 Hours

IN PERSON
CIS, USJ
Beirut

TIMING
5:30 PM
8:30 PM

FEES 790 $

ABOUT THIS PROGRAM

Turn creative ideas into memorable experiences. This practical training program equips participants with the skills to conceptualize, design, organize, and manage successful events, from initial planning to final evaluation.

Event concept & experience creation
Learn to develop creative event concepts, select venues, and transform ideas into engaging experiences.

Planning & Coordination
Master budgeting, supplier management, sponsorship, logistics, and event organization.

Marketing & Team Management
Explore promotional strategies, attendee management, team coordination, and event execution.

Real Event Experience
Put your knowledge into practice by contributing to the planning and organization of CFP's 10th Anniversary Celebration.

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REGISTER NOW

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PROGRAM AT A GLANCE

A hands-on learning journey designed to equip participants with the creative, organizational, and management skills needed to plan and deliver successful events.

MODULES	LEARNING OUTCOMES	KEY FOCUS
1. Event Concept & Venue selection	• Generate creative event concepts and define event details. • Identify the target audience and develop a clear event theme. • Select a suitable venue using clear criteria and a site inspection.	• Event Concept Development • Target Audience & Event Theme • Venue Selection & Site Inspection
2. Suppliers Management & Sponsorship	• Source, select and negotiate with vendors and suppliers. • Design sponsorship packages and a sponsorship proposal. • Manage vendor and sponsor relationships and report on results.	• Vendor Sourcing & Negotiation • Sponsorship Packages & Proposals • Supplier & Sponsor Relationship Management
3. Budgeting & Event Planning	• Prepare an event budget and identify revenue streams. • Control costs and calculate the break-even point. • Build a complete event plan with a timeline and run-of-show.	• Event Budgeting & Revenue Streams • Cost Control & Break-Even Analysis • Event Timeline & Run-of-Show
4. Marketing & Event Team	• Develop a marketing plan and choose the right promotion channels. • Measure the effectiveness of marketing actions. • Build, brief and lead the event team and volunteers.	• Event Marketing & Promotion Strategies • Marketing Performance Evaluation • Event Team & Volunteer Management
5. Risk Management & Event Evaluation	• Identify and assess event risks and plan contingencies. • Apply health, safety, legal and insurance requirements. • Evaluate results against objectives and write a post-event report.	• Risk Assessment & Contingency Planning • Health, Safety, Legal & Insurance Requirements • Post-Event Evaluation & Reporting
6. Event-preneur	• Recognise business opportunities in the events industry. • Develop a business model for an event-based venture. • Price services, write proposals and build a client network.	• Business Opportunities in the Events Industry • Event Business Model Development • Service Pricing, Proposals & Client Networking



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MEET THE TRAINER



Mrs. AYA SAIDI

Aya Saidi is an Event and Project Specialist with over a decade of experience. She is the founder of "The Planner", managing diverse events ranging from concerts and festivals to corporate gatherings and international sports events.

She also teaches in the Master's Program in Event Planning at USJ and serves as an expert trainer at the Professional Training Center, sharing her practical expertise and industry knowledge with aspiring event professionals.

WHO SHOULD ATTEND

This program is designed for individuals and professionals looking to develop their skills in event planning and management.

It is particularly relevant for:

- Aspiring Event Planners.
- Marketing and Communication Professionals.
- Hospitality and Corporate Event Coordinators.
- Entrepreneurs and Business Owners.
- Professionals organizing social, cultural, or corporate events.



CERTIFICATE AWARDED

Upon completing the training and contributing to CFP's 10th Anniversary Celebration, participants will receive a certificate issued by the Professional Training Center (CFP) at USJ.