



HTMI *. Riyadh*
Hotel and Tourism
Management Institute
Switzerland

Events Management



An Excellent Career in International Event Management Field

Conferences and meetings
Exhibitions and events
Celebrations and social events
Business Events

Our Mission

Come as a Student, Become a Manager



Majed Alhokair
Chairman

On behalf of the HITH Faculty Board, I welcome you to HTMI.Riyadh. Over the next decade, the international hotel and tourism industry is forecast to maintain its position as the world's largest employer of people, and largest provider of management positions. We are in a truly international industry, which demands an international mix of managers, to reflect the international nature of our hotels. HITH's role is to prepare students for a management career in this, the most exciting industry today.

As event management is an integral part of the hospitality industry with the spread of events organized daily throughout the Kingdom, the demand for graduates of qualified event management skills is growing. Al Hokair Group, through its specialized institutes across the Kingdom, has initiated world class event management programs through accredited courses from HTMI University, Switzerland. We are committed to training Saudi youth " male , female " to achieve our goals in contributing to national development.

Courses that meet the requirements of Events Management

Practical technical courses designed to provide the necessary skills for the organizers of events and conferences in tourism industry. Those involved in the management of large and small events are provided with the necessary services to upgrade tourism-related services. These courses include the skills needed to plan, organize and implement tourism and other events.

The industry of events, conferences and exhibitions is a relatively recent phenomenon in the growth of tourism, in most large cities , hotels and resorts they have now modern conference centers, which provide employment opportunities for many graduates in these disciplines. The industry of events, conferences and special events is among the fastest growing sectors in the tourism and hospitality sector.



High Quality Education

All Courses are taught in English. Proficiency in English is necessity for a successful career in the international event

management in tourism industry. HTMi offers a wonderful blend of the prestigious Swiss-style Certificate, Diploma, Higher Diploma, Postgraduate Diploma education, followed by a top quality internationally recognized degree from leading UK and USA universities. University degrees are available on our international hotel campus or by transfer to UK and USA.



Learning Outcomes

- Ability to understand the strategic issues affecting decision-making in the event, exhibition and conference management sector
- Ability to direct and manage all operating entities involved in the planning and management of events
- Ability to provide all elements that lead to successful implementation of events
- Ability to manage the financial and logistics operations necessary for the implementation of events, exhibitions and conferences



Course Duration

- A beginner course in the management of events and conferences — 1 month
- Specialized course in the management of events and conferences - 3 months
- Advanced course in the management of events and conferences - 6 months
- Associate Diploma in Events Management and Conferences - one Year

All certificates issued by **HTMI** Hotel and Tourism Management Institute of Switzerland



Course Details

The art of managing and organizing conferences

- The concept of events, conferences and exhibitions
- The importance of events, conferences and exhibitions
- Types of events, conferences and exhibitions
- Planning and preparing for official activities and procedures
- Procedures of an event evaluation
- Effective procedures during events “before, during, after”
- Local and global protocol procedures in events

The art of logistics management for conferences

- Definition of events, conferences and exhibitions
- Utilities and services
- Organizing events and conferences and arranging events’ halls and signage
- Preparation of the press file and publications on the event
- Housekeeping management and procedures

The art of site management and equipment

- Standards of exhibition design and capacity
- Renting the venue of the event, conference or exhibition
- Organization and arrangement of banquet halls
- Organization invitations, receptions and ceremonies
- Structural standards and separators technology
- Standards of planning and organizing of conference < legalizations >

Food and Beverage management

- Food quantity, quality and delivery method
- Monitoring food preparation and ensuring its safety
- Skills of distributing places of catering in events and exhibitions
- An overview of restaurant types and menu planning
- Types of services and protocol in events

Management the financial aspects of events and exhibitions

- Financial study of events, conferences and exhibitions
- Controlling expenditures according to budget
- Determine registration fees
- Monitor liquidity
- Income of the event
- Kinds of care and basics of fee determination

Security safety procedures

- Management of events, conferences and exhibitions
- Understanding local and international safety standards
- Safety standards and structural components
- Emergency procedures
- Security staff and organizing of car parking for visitors

The art of team management

- Human resources management for effective conference and exhibition
- Arranging committees for the conference
- Forming the committees organizing the activities and their tasks
- Forming committees specialized in events, conferences or exhibition
- Tasks and roles of committees
- Management of specialized staff and assistants

Tasks associated with events and conferences

- Official carrier (airlines)
- Organizing hotel reservations and receiving delegations
- Accompanying social programs
- Public relations and the media
- Monitoring and evaluation of effectiveness
- Exhibitor services and communication with them



HTMi the Best Choice to Start an Excellent Career in International Event Management Field



- 🏆 The highest quality qualifications at the best price.
- 🏆 HTMi focus is: “come as a Student, leave as a Manager“.
- 🏆 HTMi has a real Swiss hotel environment allowing student to study hotel management the world famous Swiss way
- 🏆 Top quality internationally recognized Diplomas, Bachelor & Masters Degrees and MBA.
- 🏆 Hotel Company approved Management Training Programme before graduation.
- 🏆 Highly paid work training each year in Saudi Arabia.
- 🏆 Students get excellent language skills in English .
- 🏆 On-campus recruitment by leading hotel companies.
- 🏆 High Quality national & international job placement service on graduation.



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