MAGNA SKILLS DEVELOPMENT INSTITUTE

Capacity Building • Professional Training • Organisational Development

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Course Profile Document

Event , Travel and Tourism Management

Events, Conference and Travel Management

Prepared as a professional course profile for delegate review, sponsorship approval and organisational training planning.

COURSE CODE	DELIVERY	DURATION	PREPARED FOR
MSD2760	**Online / Face-to-Face**	**Flexible**	**Organisation Approval**

Register for this Course **View Online Course Page**

Course Overview

The **Events, Conference and Travel Management** course by **Magna Skills** equips participants with the practical expertise to plan, organize, and manage professional events, conferences, and corporate or NGO travel. The course blends international best practices with African realities, guiding learners through event concept development, budgeting, logistics, supplier negotiations, and on-site management.

It also addresses the fast-changing travel industry, including digital booking platforms, sustainability, and risk management. Ideal for event planners, administrative professionals, travel managers, and public-sector staff responsible for meetings, workshops, and international delegations.

Course Outcomes

- By the end of this course, participants will be able to:

1. **Plan and design** successful events and conferences from concept to execution.
2. **Develop budgets** and manage finances for meetings, conferences, and travel.
3.

Negotiate with vendors and manage contracts to ensure cost-effectiveness and quality.

4. **Coordinate travel logistics** for local and international delegates, ensuring compliance and comfort.
5. **Evaluate and improve** events through feedback, post-event reports, and sustainability practices.

Course Outline / Curriculum

1. Introduction to Events & Travel Management

- Overview of the events and travel industry, roles and trends.
- Understanding client needs and aligning with organizational objectives.

2. Event Concept and Design

- Defining themes, objectives, and expected outcomes.
- Selecting suitable venues and formats (physical, hybrid, virtual).

3. Budgeting and Financial Planning

- Preparing realistic budgets and cost control measures.
- Sponsorship strategies and revenue generation.

4. Logistics and Operations Management

- Venue setup, décor, catering, and audio-visual requirements.
- Transportation, accommodation, and delegate hospitality.

5. Supplier and Contract Management

- Negotiating contracts with venues, hotels, and service providers.
- Ensuring legal compliance and risk mitigation.

6. Marketing, Promotion & Communication

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Creating event marketing plans and digital campaigns.

- Managing media relations and public announcements.

7. Travel Management Essentials

- Booking flights, visas, and ground transport efficiently.
- Managing group travel and special needs for delegates.

8. Technology in Events and Travel

- Using event management software and travel apps.
- Online registration, e-ticketing, and virtual participation tools.

9. Risk, Safety & Sustainability

- Health and safety protocols, insurance, and emergency plans.
- Implementing eco-friendly and socially responsible practices.

10. Post-Event Evaluation and Reporting

- Gathering feedback and measuring success against KPIs.
- Preparing detailed event and financial reports with lessons learned.

Target Audience

- Anyone who aspires to become an event planner.
- People who are currently event managers and co-ordinators, who require formal recognition of their skills.
- Those who might be required to plan and manage an event as part of their current career portfolio.

Key Course Benefits

Work-Ready Skills

Delegates leave with practical tools, templatesand methods they canapply immediately atwork.

Better Institutional Results

The programme supports stronger planning, reporting, compliance, accountability andservice delivery.

Sponsor-Friendly

This document isdesigned to helpsupervisors, HR units andsponsors approve delegate participation quickly.

ProfessionalRecognition

Delegates receivetraining documentationand a certificate ofcompletion aftersuccessful participation.

Our Training Centres & Delivery Options

Magna Skills offers flexible delivery through face-to-face training centres across Africa and beyond, plus Online / E-Learning for delegates who prefer remote participation.

Southern Africa

Practical training destinations with strong travel access and delegate support.

Pretoria, South Africa

Vic Falls, Zimbabwe

Livingstone, Zambia

East Africa

Popular regional centres for government, NGO and donor-funded project teams.

Kigali, Rwanda

Kampala, Uganda

Nairob

Zanzibar, Tanzania

West Africa & Islands

Strategic locations for regional networking and executive capacity building.

Accra, Ghana

Port Louis, Mauritius

International Executive Venue

Premium destination training for senior teams and international delegates.

Dubai, United Arab Emirates

Online / E-Learning

Attend from anywhere through live online, blended or self-paced learning options.

Online, E-Learning

Remote Teams

Flexib

Organisation-Based Training

Magna Skills can also arrange dedicated in-house training for ministries, NGOs and companies.

Onsite

Custom Dates

Group Training

Ready to Nominate Delegates?

Use the links below to register, review the live course page or contact Magna Skills for organisation-based training support.

Register / Apply Online

View Full Course Page

About Magna Skills

Magna Skills Development Institute provides practical capacity building programmes for government departments, NGOs, public institutions, donor-funded projects and private sector professionals across Africa. Our training approach combines expert facilitation, real workplace case studies, practical tools, post-training support and professional documentation that helps organisations strengthen staff performance and service delivery.

Government Training | NGO Capacity Building | Corporate Workshops | Online Learning | Face-to-Face Training | Certifica

Approval & Authorisation Form

This section may be completed by the organisation, department, HR office, finance office or sponsor approving delegate participation. It can be attached to an internal memo, procurement request or training approval submission.

Organisation / Department	
Delegate Name(s)	
Approved Course	Events, Conference and Travel Management
Preferred Delivery Mode	☐ Online ☐ Face-to-Face ☐ Organisation-Based Training
Preferred Training Venue / Date	
Estimated Number of Delegates	
Budget / Vote Number	
Contact Person	
Email / Mobile	

Authorised Name _____ Signature / Stamp _____ Date _____