

# LAPT

LONDON ACADEMY OF PROFESSIONAL TRAINING

CERTIFICATE

## Adv Certificate in International Conference & Expo Management

*Practitioner Level*



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### LAPT — London Academy of Professional Training

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**Reference** TT-MET-P • Travel and Tourism Centres

UKPRN 10067351 • Registered in England and Wales, company 4984798

AT A GLANCE

|               |                                                |
|---------------|------------------------------------------------|
| REFERENCE     | TT-MET-P                                       |
| AWARD         | Certificate                                    |
| ASSESSMENT    | 440 marks — 264 to pass (60%)                  |
| PREREQUISITES | None                                           |
| VALIDITY      | Lifetime                                       |
| AWARDING BODY | LAPT — London Academy of Professional Training |

CURRICULUM

1

Cross-Cultural Event Management

5 chapters · 12 classes65 marks

• 1 Understanding Cultural Dynamics in Events — 6 classes

› 1.1 Exploring the Basics of Cultural Dynamics

› 1.2 Identifying Cultural Differences in Event Contexts

› 1.3 Analyzing the Impact of Culture on Event Design

› 1.4 Navigating Communication Styles Across Cultures

› 1.5 Developing Strategies for Inclusive Event Environments

› 1.6 Applying Cross-Cultural Competence in Event Management

• 2 Navigating Cultural Sensitivity and Etiquette — 6 classes

› 2.1 Understanding Cultural Sensitivity in Event Management

› 2.2 Identifying Key Cultural Differences in Global Events

› 2.3 Practicing Cultural Awareness in Event Planning

› 2.4 Navigating Cross-Cultural Communication Challenges

› 2.5 Adapting Protocols and Etiquette for Diverse Audiences

› 2.6 Implementing Inclusive Practices in Event Management

• 3 Designing Inclusive Event Programs

• 4 Managing Cross-Cultural Communication

• 5 Evaluating and Adapting to Multicultural Feedback

2

## Event Logistics and Operations

5 chapters · 30 classes

65 marks

## • 1 Understanding Event Design and Logistics Frameworks — 6

classes

- › 1.1 Introducing Event Design Principles
- › 1.2 Analyzing Event Logistics Frameworks
- › 1.3 Exploring Venue Layout and Spatial Planning
- › 1.4 Integrating Technology in Event Operations
- › 1.5 Ensuring Safety and Compliance in Event Logistics
- › 1.6 Applying Event Design and Logistics to Real-World Scenarios

## • 2 Venue Selection and Accommodation Management — 6 classes

- › 2.1 Identifying Key Requirements for Venue Selection
- › 2.2 Analyzing Location and Accessibility Factors
- › 2.3 Evaluating Venue Facilities and Services
- › 2.4 Assessing Accommodation Options and Needs
- › 2.5 Negotiating Contracts and Pricing with Providers
- › 2.6 Coordinating Logistics for Smooth Event Execution

## • 3 On-Site Operations and Services Coordination — 6 classes

- › 3.1 Overview of On-Site Operations in Conferences
- › 3.2 Coordinating Vendor and Supplier Services
- › 3.3 Implementing Efficient Registration Processes
- › 3.4 Managing Event Technology and Equipment Setup
- › 3.5 Ensuring Attendee Safety and Emergency Preparedness
- › 3.6 Evaluating On-Site Service Performance and Improvement

## • 4 Supplier and Stakeholder Relationship Management — 6 classes

- › 4.1 Understanding Supplier Roles and Responsibilities
- › 4.2 Identifying Key Stakeholders in Event Management
- › 4.3 Establishing Effective Communication Channels
- › 4.4 Negotiating Contracts and Agreements
- › 4.5 Building Strong Supplier Relationships
- › 4.6 Evaluating Stakeholder Engagement Outcomes

## • 5 Sustainability and Risk Management in Event Logistics — 6 classes

- › 5.1 Understanding Sustainable Practices in Event Logistics
- › 5.2 Identifying Environmental Risks in Event Operations
- › 5.3 Implementing Waste Reduction Strategies in Events
- › 5.4 Evaluating Carbon Footprint in Event Logistics
- › 5.5 Developing a Risk Management Plan for Sustainable Events
- › 5.6 Best Practices for a Sustainable and Resilient Event Supply Chain

3

## Event Marketing and Promotion

0 chapters

65 marks

4

## Financial Management for Events

0 chapters

90 marks

5

## International Event Planning

5 chapters · 30 classes

90 marks

## • 1 Understanding the International MICE Industry Landscape — 6

classes

- › 1.1 Exploring the Components of the MICE Industry
- › 1.2 Identifying Key Stakeholders and Their Roles
- › 1.3 Analyzing Global MICE Industry Trends
- › 1.4 Evaluating Regional Variations in MICE Operations
- › 1.5 Navigating International Business Norms and Etiquette
- › 1.6 Applying Best Practices in Cross-Cultural Event Management

## • 2 Strategic Event Planning and Design in an International Context

— 6 classes

- › 2.1 Understanding International Event Planning Dynamics
- › 2.2 Identifying Strategic Goals in Global Event Design
- › 2.3 Analyzing Cultural Impacts on International Event Planning
- › 2.4 Designing Inclusive and Accessible International Events
- › 2.5 Implementing Sustainable Practices in Global Events
- › 2.6 Evaluating Success Metrics for International Conferences

## • 3 Venue Selection and Supplier Management Across Borders — 6

classes

- › 3.1 Understanding Venue Requirements for International Events
- › 3.2 Identifying Key Factors in Cross-Border Venue Selection
- › 3.3 Evaluating Supplier Capabilities and Reliability Globally
- › 3.4 Analyzing Cultural and Legal Considerations in Venue Selection
- › 3.5 Negotiating Contracts and Agreements with International Suppliers
- › 3.6 Implementing Strategies for Effective Supplier Relationship Management

## • 4 Marketing and Promoting International Conferences and Expos —

6 classes

- › 4.1 Understanding Target Audiences for International Events
- › 4.2 Designing Effective Marketing Strategies for Global Reach
- › 4.3 Selecting and Utilizing Digital Marketing Channels
- › 4.4 Crafting Compelling Promotional Materials for International Exposure
- › 4.5 Leveraging Social Media to Enhance Event Visibility
- › 4.6 Measuring and Analyzing Marketing Campaign Success

## • 5 Evaluating Success and Ensuring Sustainable Practices in Global Events — 6 classes

- › 5.1 Understanding Event Success Metrics
- › 5.2 Analyzing Attendee Feedback for Improvement
- › 5.3 Assessing the Economic Impact of Events
- › 5.4 Implementing Sustainable Event Practices
- › 5.5 Evaluating Sustainability Initiatives in Events
- › 5.6 Integrating Success Evaluations into Future Planning

