LAPT

LONDON ACADEMY OF PROFESSIONAL TRAINING

CERTIFICATE

Certificate in MICE Operations



LAPT — London Academy of Professional Training

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Reference TRV-C06 • Travel and Tourism Centres

UKPRN 10067351 • Registered in England and Wales, company 4984798

4	80	495	400	60%	Lifetime
SUBJECTS	CHAPTERS	CLASSES	TOTAL MARKS	PASS MARK	VALIDITY

AT A GLANCE

REFERENCE	**TRV-C06**
AWARD	**Certificate**
ASSESSMENT	**400 marks — 240 to pass (60%)**
PREREQUISITES	**None**
VALIDITY	**Lifetime**
AWARDING BODY	**LAPT — London Academy of Professional Training**

CURRICULUM

1

MICE Industry and Event Planning

24 chapters · 124 classes **100 marks**

- **1 Understanding the MICE Industry Framework** — 4 classes
  - 1.1 Exploring the MICE Industry: Definitions and Key Components
  - 1.2 Identifying Stakeholders: Roles and Responsibilities in the MICE Industry
  - 1.3 Analyzing MICE Event Types: Characteristics and Examples
  - 1.4 Applying the MICE Framework: Practical Scenarios and Case Studies
- **2 Key Stakeholders and Their Roles in MICE Events** — 4 classes
  - 2.1 Identifying Key Stakeholders in MICE Events
  - 2.2 Understanding the Roles and Responsibilities of Stakeholders
  - 2.3 Analyzing the Interactions Among Stakeholders
  - 2.4 Applying Stakeholder Management Strategies to MICE Events
- **3 Emerging Trends and Innovations in MICE Tourism** — 4 classes
  - 3.1 Exploring Technological Innovations in MICE Tourism
  - 3.2 Understanding the Impact of Sustainability on MICE Events
  - 3.3 Analyzing the Evolution of Virtual and Hybrid Meetings
  - 3.4 Implementing Experiential and Personalized Event Solutions
- **1 Foundations of Event Planning and Coordination** — 4 classes
  - 1.1 Understanding Event Planning Fundamentals
  - 1.2 Identifying Key Event Components
  - 1.3 Developing an Effective Event Strategy
  - 1.4 Coordinating Event Logistics Efficiently
- **2 Designing Successful Event Concepts** — 4 classes
  - 2.1 Explore Key Elements of Event Concepts
  - 2.2 Analyze Audience Needs and Preferences
  - 2.3 Develop a Unique and Cohesive Theme
  - 2.4 Create Engaging and Practical Event Plans
- **3 Logistics and Execution in Event Planning** — 4 classes
  - 3.1 Understanding Key Event Logistics Components
  - 3.2 Crafting Effective Event Schedules
  - 3.3 Identifying Essential Resources and Vendors
  - 3.4 Implementing Execution Plans for Seamless Events
- **1 Understanding the MICE Sector: Scope and Significance** — 5 classes
  - 1.1 Exploring MICE: An Overview of Core Components
  - 1.2 Identifying Key Stakeholders in the MICE Sector
  - 1.3 Examining the Economic Impact of MICE Events
  - 1.4 Understanding Diverse MICE Event Types
  - 1.5 Analyzing Trends and Challenges in the MICE Industry
- **2 Key Stakeholders and Their Roles in MICE Operations** — 5 classes
  - 2.1 Identifying Key Stakeholders in MICE Operations
  - 2.2 Understanding the Roles of Event Planners
  - 2.3 Exploring the Functions of Venue Managers
  - 2.4 Examining the Responsibilities of Suppliers and Vendors
  - 2.5 Analyzing the Impact of Attendees and Sponsors
- **3 Types of MICE Events: Characteristics and Functions** — 5 classes
  - 3.1 Exploring MICE: Unpacking Meetings and Their Roles
  - 3.2 Understanding Incentives: Motivations and Impact
  - 3.3 Delving into Conferences: Purpose and Structure
  - 3.4 Analyzing Exhibitions: Experiences and Engagement
  - 3.5 Integrating MICE: Comparative Analysis and Best Practices
- **4 Current Trends and Challenges in MICE Tourism** — 5 classes
  - 4.1 Exploring the Key Trends Shaping MICE Tourism
  - 4.2 Understanding the Impact of Technology on MICE Operations
  - 4.3 Analyzing Sustainability Practices in MICE Industry
  - 4.4 Identifying Challenges and Opportunities in MICE Tourism
  - 4.5 Applying Innovative Solutions to Overcome MICE Challenges
- **1 Understanding Event Planning in the MICE Sector** — 5 classes
  - 1.1 Exploring the MICE Sector: Concepts and Components
  - 1.2 Identifying Key Stakeholders in Event Planning
  - 1.3 Analyzing Event Types and Their Unique Requirements
  - 1.4 Integrating Planning Tools and Techniques for MICE Events
  - 1.5 Applying Best Practices for Successful Event Execution
- **2 Designing Effective Event Concepts and Objectives** — 5 classes
- **3 Coordinating Logistics and Resources for MICE Events** — 5 classes
  - 3.1 Understanding MICE Event Logistics
  - 3.2 Identifying Key Resources for Successful Events
  - 3.3 Developing a Comprehensive Logistics Plan
  - 3.4 Coordinating Suppliers and Stakeholders
  - 3.5 Implementing and Monitoring Event Logistics
- **4 Evaluating Event Success and Stakeholder Satisfaction** — 5 classes
  - 4.1 Understanding Key Metrics for Event Evaluation
  - 4.2 Gathering and Analyzing Stakeholder Feedback
  - 4.3 Measuring Financial Success and ROI of Events
  - 4.4 Conducting Post-Event Surveys and Interviews
  - 4.5 Implementing Lessons Learned for Future Events
- **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
- **1 Understanding the Event Tourism Ecosystem** — 6 classes
  - 1.1 Exploring the Fundamentals of Event Tourism
  - 1.2 Mapping the Key Stakeholders in Event Tourism
  - 1.3 Analyzing the Economic Impacts of Events on Tourism
  - 1.4 Evaluating the Role of Culture and Heritage in Event Tourism
  - 1.5 Identifying Sustainability Practices in Event Tourism
  - 1.6 Integrating Technology to Enhance the Event Tourism Experience
- **2 Strategic Planning and Design in Event Tourism** — 6 classes
  - 2.1 Understanding the Fundamentals of Event Tourism
  - 2.2 Analyzing Key Components of Strategic Event Planning

2

Event Design, Venue and Logistics

18 chapters · 122 classes **100 marks**

- **1 Principles of Event Design** — 4 classes
  - 1.1 Understanding the Fundamentals of Event Design
  - 1.2 Exploring Key Elements of Event Aesthetics
  - 1.3 Identifying Key Stakeholders and Their Needs
  - 1.4 Applying Logistics Strategies to Enhance Event Flow
- **2 Venue and Resource Management** — 4 classes
  - 2.1 Identifying Suitable Venue Options
  - 2.2 Assessing Venue Capacity and Layout
  - 2.3 Securing Necessary Resources Effectively
  - 2.4 Coordinating Logistics for Seamless Execution
- **3 Implementing Event Logistics** — 4 classes
  - 3.1 Understanding Key Elements of Event Logistics
  - 3.2 Coordinating Event Timelines and Schedules
  - 3.3 Managing On-Site Event Resources
  - 3.4 Problem-Solving Real-Time Event Logistical Challenges
- **1 Introduction to Venue Selection and Layout Design** — 5 classes
  - 1.1 Understanding the Importance of Venue Selection in MICE Operations
  - 1.2 Identifying Key Criteria for Venue Selection
  - 1.3 Exploring Venue Layout Options and Their Impact
  - 1.4 Analyzing Venue Accessibility and Logistics Considerations
  - 1.5 Applying Layout Design Principles to Optimize Event Spaces
- **2 Managing Logistics and Operations** — 5 classes
  - 2.1 Understanding the Role of Logistics in MICE Operations
  - 2.2 Identifying Key Venue Logistics Requirements
  - 2.3 Coordinating Supplier and Vendor Logistics
  - 2.4 Implementing Efficient On-Site Operations Management
  - 2.5 Evaluating and Optimizing Event Logistics Post-Event
- **3 Technology Integration in Venue and Logistics Management** — 5 classes
  - 3.1 Exploring Digital Tools in Venue Management
  - 3.2 Implementing Real-Time Event Communication Systems
  - 3.3 Leveraging Data Analytics for Logistical Efficiency
  - 3.4 Enhancing Visitor Experience with Smart Technologies
  - 3.5 Evaluating Security Technologies for Event Safety
- **4 Sustainability and Risk Management** — 5 classes
  - 4.1 Understanding Sustainability in Venue Management
  - 4.2 Identifying Environmental Impacts and Mitigation Strategies
  - 4.3 Analyzing Risk Factors in Event Logistics
  - 4.4 Implementing Green Practices in Event Planning
  - 4.5 Assessing and Managing Risks for Sustainable Events
- **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
- **13 Event Production Schedules and Run Sheets** — 10 classes
  - 13.1 Role of the Production Schedule in Events
  - 13.2 Working Backwards from Event Day
  - 13.3 Building a Master Critical Path
  - 13.4 Writing a Minute-by-Minute Run Sheet
  - 13.5 Cue Sheets for Speakers and Performers
  - 13.6 Load-In and Load-Out Timings
  - 13.7 Briefing Crew and Volunteers
  - 13.8 Managing Schedule Changes Live
  - 13.9 Communication Tools for Event Control
  - 13.10 Practical Task Preparing a Full Run Sheet
- **14 Staging, Audio Visual and Lighting Basics** — 10 classes
  - 14.1 Stage Types for Conferences and Exhibitions
  - 14.2 Reading a Stage Plot and Floor Plan
  - 14.3 Sound Systems and Microphone Choices
  - 14.4 Projection, LED Screens and Content Formats
  - 14.5 Lighting Design for Meetings and Galas
  - 14.6 Power Supply and Cable Safety
  - 14.7 Interpretation and Translation Equipment
  - 14.8 Hybrid and Livestream Event Set-Up
  - 14.9 Working with Technical Suppliers and Riders
  - 14.10 Practical Task Specifying a Conference Stage
- **15 Catering and Food Safety Coordination for Events** — 10 classes
  - 15.1 Catering Styles for Different Event Types
  - 15.2 Menu Planning for Diverse Delegates
  - 15.3 Dietary, Allergy and Religious Requirements
  - 15.4 Estimating Quantities and Service Timings
  - 15.5 Briefing Caterers and Venue Kitchens
  - 15.6 Food Hygiene and Temperature Control
  - 15.7 Beverage Service and Licensing Checks
  - 15.8 Managing Waste and Surplus Food
  - 15.9 Handling Catering Complaints on Site
  - 15.10 Practical Task Planning a Delegate Catering Schedule
- **16 Delegate Transport, Transfers and Accommodation Blocks** — 10 classes
  - 16.1 Mapping Delegate Arrival and Departure Patterns
  - 16.2 Airport and Station Transfer Planning
  - 16.3 Coach and Shuttle Scheduling
  - 16.4 Negotiating Hotel Room Blocks
  - 16.5 Cut-Off Dates, Attrition and Rooming Lists
  - 16.6 Managing VIP and Speaker Movements
  - 16.7 Parking, Drop-Off Zones and Traffic Permissions
  - 16.8 Tracking Late Arrivals and No-Shows
  - 16.9 Transport Contingency and Breakdown Plans
  - 16.10 Practical Task Building a Transfer Matrix

3

Event Client and Stakeholder Management

22 chapters · 124 classes **100 marks**

- **1 Fundamentals of Client Needs Analysis in Event Coordination** — 4 classes
  - 1.1 Exploring Client Objectives in Event Planning
  - 1.2 Identifying Client Preferences and Expectations
  - 1.3 Communicating Effectively with Clients
  - 1.4 Customizing Proposals to Meet Client Needs
- **2 Building Effective Communication Strategies with Clients** — 4 classes
  - 2.1 Understanding Client Communication Styles
  - 2.2 Identifying Client Needs through Active Listening
  - 2.3 Developing Tailored Communication Plans
  - 2.4 Implementing Feedback Loops for Continuous Engagement
- **3 Implementing Feedback and Adjustments for Client Satisfaction** — 4 classes
  - 3.1 Understanding the Importance of Feedback in Event Coordination
  - 3.2 Analyzing and Categorizing Client Feedback
  - 3.3 Developing Strategies for Implementing Client Feedback
  - 3.4 Evaluating Adjustments to Enhance Client Satisfaction
- **1 Identifying Key Stakeholders in Event Coordination** — 4 classes
  - 1.1 Understanding the Role of Stakeholders in Event Coordination
  - 1.2 Identifying and Categorizing Event Stakeholders
  - 1.3 Analyzing Stakeholder Needs and Expectations
  - 1.4 Mapping Stakeholder Influence and Importance
- **2 Developing Effective Communication Strategies for Stakeholders** — 4 classes
  - 2.1 Identifying Key Stakeholders for Event Communication
  - 2.2 Understanding Stakeholder Needs and Expectations
  - 2.3 Crafting Tailored Communication Messages for Stakeholders
  - 2.4 Implementing Feedback Mechanisms to Enhance Stakeholder Engagement
- **3 Managing Stakeholder Engagement and Feedback** — 4 classes
  - 3.1 Understanding Stakeholder Needs and Priorities
  - 3.2 Establishing Effective Communication Channels
  - 3.3 Engaging Stakeholders through Collaborative Feedback
  - 3.4 Evaluating and Implementing Stakeholder Feedback
- **1 Understanding the MICE Customer Service Landscape** — 5 classes
  - 1.1 Exploring MICE Customer Service Essentials
  - 1.2 Identifying Key Stakeholders in MICE Events
  - 1.3 Analyzing Customer Expectations in MICE Operations
  - 1.4 Implementing Effective Communication Strategies
  - 1.5 Evaluating Customer Feedback for Service Improvement
- **2 Effective Communication Skills for MICE Professionals** — 5 classes
  - 2.1 Understanding the Basics of Effective Communication in MICE
  - 2.2 Identifying and Adapting to Diverse Communication Styles
  - 2.3 Enhancing Active Listening Skills for MICE Professionals
  - 2.4 Mastering Non-Verbal Communication Techniques
  - 2.5 Applying Effective Communication Strategies in Real-World MICE Scenarios
- **3 Enhancing Customer Experiences in MICE Events** — 5 classes
  - 3.1 Understanding Customer Expectations in MICE Events
  - 3.2 Identifying Key Touchpoints in the Customer Journey
  - 3.3 Techniques for Effective Customer Engagement
  - 3.4 Strategies to Personalize the Customer Experience
  - 3.5 Evaluating Customer Feedback to Improve MICE Services
- **4 Handling Customer Service Challenges in MICE Environments** — 5 classes
  - 4.1 Understanding Customer Expectations in MICE
  - 4.2 Identifying and Analyzing Service Challenges in MICE
  - 4.3 Developing Effective Communication Skills for MICE
  - 4.4 Implementing Problem-Solving Techniques in MICE Settings
  - 4.5 Evaluating and Reflecting on Customer Feedback in MICE
- **1 Communication Strategies for Teams** — 6 classes
  - 1.1 Understanding Team Dynamics
  - 1.2 Effective Messaging Techniques
- **2 Engaging Stakeholders Effectively** — 6 classes
  - 2.1 Identifying Key Stakeholders
  - 2.2 Tailoring Communication Approaches
  - 2.3 Creating Value Propositions
  - 2.4 Building Long-Term Relationships
  - 2.5 Stakeholder Feedback Integration
  - 2.6 Effective Presentation Skills
- **3 Crisis Communication Planning** — 6 classes
  - 3.1 Understanding Crisis Types
  - 3.2 Developing Crisis Communication Plans
  - 3.3 Role of the Spokesperson
  - 3.4 Media Relations During Crises
  - 3.5 Post-Crisis Evaluation
  - 3.6 Training for Crisis Scenarios
- **4 Feedback Mechanisms** — 6 classes
  - 4.1 Types of Feedback
  - 4.2 Creating Feedback Loops
  - 4.3 Analyzing Feedback Data
  - 4.4 Implementing Feedback for Improvement
  - 4.5 Encouraging Constructive Criticism
  - 4.6 Feedback in Team Meetings
- **5 Building Communication Networks** — 6 classes
  - 5.1 Identifying Networking Opportunities
  - 5.2 Leveraging Social Media for Networking
  - 5.3 Creating Professional Relationships
  - 5.4 Networking Etiquette
  - 5.5 Maintaining Communication Networks
  - 5.6 Utilizing Networking Events
- **1 Identifying Strategic Partners** — 6 classes
  - 1.1 Understanding Partner Selection Criteria
  - 1.2 Researching Potential Partners
  - 1.3 Evaluating Compatibility and Fit
  - 1.4 Identifying Mutual Goals
  - 1.5 Analyzing Market Trends
  - 1.6 Creating a Partner Profile
- **2 Building Collaborative Networks** — 6 classes
  - 2.1 Establishing Trust Among Partners
  - 2.2 Utilizing Social Media for Networking
  - 2.3 Creating Value in Collaborations
  - 2.4 Engaging Stakeholders Effectively
  - 2.5 Maintaining Long-term Relationships
  - 2.6 Networking Events and Opportunities
- **3 Negotiation Skills for Partnerships** — 6 classes
  - 3.1 Understanding the Negotiation Process
  - 3.2 Developing Win-Win Strategies
  - 3.3 Effective Communication in Negotiations
  - 3.4 Managing Conflicts During Negotiations
  - 3.5 Closing Deals Successfully
  - 3.6 Post-Negotiation Relationship Management
- **4 Enhancing Service Delivery** — 6 classes
  - 4.1 Understanding Customer Expectations
  - 4.2 Improving Service Quality
  - 4.3 Implementing Feedback Mechanisms
  - 4.4 Training Staff for Excellence
  - 4.5 Measuring Service Effectiveness
  - 4.6 Creating a Customer-Centric Culture
- **5 Leveraging Partnerships for Growth** — 6 classes
  - 5.1 Identifying Growth Opportunities
  - 5.2 Collaborative Marketing Strategies
  - 5.3 Scaling Operations Through Partnerships
  - 5.4 Innovating Through Collaboration
  - 5.5 Sharing Resources for Mutual Benefit
  - 5.6 Tracking Partnership Outcomes
- **21 Event Proposals, Quotations and Client Contracts** — 10 classes

4

Event Marketing and Promotion

16 chapters · 125 classes **100 marks**

- **1 Event Marketing Strategies** — 5 classes
  - 1.1 Understanding Target Audience
  - 1.2 Creating Compelling Content
  - 1.3 Utilizing Social Media
  - 1.4 Email Marketing Techniques
  - 1.5 Measuring Marketing Success
- **3 Branding for Events** — 6 classes
  - 3.1 Creating a Unique Brand Identity
  - 3.2 Visual Branding Elements
  - 3.3 Brand Storytelling Techniques
  - 3.4 Sponsorship Branding Strategies
  - 3.5 Crisis Management in Branding
  - 3.6 Measuring Brand Impact
- **3 Digital Marketing for Events** — 5 classes
  - 3.1 SEO for Event Promotion
  - 3.2 Pay-Per-Click Advertising
  - 3.3 Content Marketing Strategies
  - 3.4 Analytics for Event Marketing
  - 3.5 Building an Online Community
- **4 Networking and Partnerships** — 5 classes
  - 4.1 Identifying Potential Partners
  - 4.2 Building Strategic Alliances
  - 4.3 Networking Events Best Practices
  - 4.4 Leveraging Partnerships for Promotion
  - 4.5 Maintaining Long-Term Relationships
- **1 Digital Marketing Strategies** — 6 classes
  - 1.1 Social Media Promotion
  - 1.2 Email Marketing Techniques
  - 1.3 Content Creation for Events
  - 1.4 SEO for Event Websites
  - 1.5 Influencer Marketing in Events
  - 1.6 Analytics for Event Marketing
- **2 Audience Engagement Techniques** — 6 classes
  - 2.1 Interactive Sessions Design
  - 2.2 Gamification in Events
  - 2.3 Networking Strategies
  - 2.4 Feedback Collection Methods
  - 2.5 Live Polling and Q&A
  - 2.6 Post-Event Engagement
- **4 Promotional Partnerships** — 6 classes
  - 4.1 Identifying Potential Partners
  - 4.2 Negotiating Partnership Agreements
  - 4.3 Co-Branding Opportunities
  - 4.4 Cross-Promotion Strategies
  - 4.5 Evaluating Partnership Success
  - 4.6 Long-Term Partnership Development
- **5 Cultural Sensitivity in Marketing** — 6 classes
  - 5.1 Understanding Cultural Differences
  - 5.2 Tailoring Messages for Cultures
  - 5.3 Respectful Marketing Practices
  - 5.4 Cultural Symbols and Their Meaning
  - 5.5 Avoiding Cultural Appropriation
  - 5.6 Engaging Diverse Audiences
- **9 Event Marketing Plans and Campaign Calendars** — 10 classes
  - 9.1 Setting Marketing Goals for an Event
  - 9.2 Defining Target Delegate Segments
  - 9.3 Choosing Channels and Messages
  - 9.4 Writing a Marketing Plan
  - 9.5 Building a Campaign Calendar
  - 9.6 Allocating the Marketing Budget
  - 9.7 Assigning Roles and Approvals
  - 9.8 Tracking Progress Against Milestones
  - 9.9 Adjusting the Plan During the Campaign
  - 9.10 Practical Task Drafting a Twelve-Week Plan
- **10 Ticketing, Registration Pages and Early Bird Pricing** — 10 classes
  - 10.1 Ticket Types and Pricing Tiers
  - 10.2 Setting Early Bird and Group Rates
  - 10.3 Building a Registration Landing Page
  - 10.4 Writing Clear Calls to Action
  - 10.5 Payment Gateways and Refund Rules
  - 10.6 GST Invoices for Delegates
  - 10.7 Promo Codes and Discount Control
  - 10.8 Abandoned Registration Follow-Up
  - 10.9 Monitoring Daily Sales
  - 10.10 Practical Task Setting Up a Ticket Page
- **11 Email, WhatsApp and SMS Campaigns for Events** — 10 classes
  - 11.1 Building and Cleaning a Contact List
  - 11.2 Consent and Opt-In Rules for Messaging
  - 11.3 Writing Subject Lines That Get Opened
  - 11.4 Designing a Simple Event Email
  - 11.5 Using WhatsApp Broadcast Responsibly
  - 11.6 Short SMS Reminders and Alerts
  - 11.7 Scheduling Sequences Before the Event
  - 11.8 Testing and Personalising Messages
  - 11.9 Reading Open and Click Rates
  - 11.10 Practical Task Running a Three-Message Campaign
- **12 Social Media Content and Community Building for Events** — 10 classes
  - 12.1 Choosing Platforms for Event Audiences
  - 12.2 Planning a Content Calendar
  - 12.3 Creating Short Videos and Reels
  - 12.4 Speaker and Exhibitor Takeovers
  - 12.5 Using Hashtags and Event Pages
  - 12.6 Working with Influencers and Ambassadors
  - 12.7 Live Posting During the Event
  - 12.8 Responding to Comments and Queries
  - 12.9 Handling Negative Posts Calmly
  - 12.10 Practical Task Producing a Week of Event Posts
- **13 Press, Media Relations and Event Publicity** — 10 classes
  - 13.1 Identifying Relevant Media and Journalists
  - 13.2 Writing a Press Release
  - 13.3 Preparing a Media Kit
  - 13.4 Pitching Stories to Editors
  - 13.5 Organising a Press Conference
  - 13.6 Managing Media Accreditation On Site
  - 13.7 Briefing Spokespeople
  - 13.8 Tracking Press Coverage
  - 13.9 Responding to Media Enquiries
  - 13.10 Practical Task Preparing a Launch Press Pack
- **14 Exhibitor and Sponsor Prospectus Sales** — 10 classes
  - 14.1 Building a Prospect List
  - 14.2 Designing a Sales Prospectus
  - 14.3 Qualifying Leads by Budget and Fit
  - 14.4 Making a Telephone and Email Approach
  - 14.5 Presenting Package Benefits
  - 14.6 Handling Price Objections
  - 14.7 Closing and Documenting the Sale
  - 14.8 Tracking the Sales Pipeline
  - 14.9 Upselling Add-On Exposure
  - 14.10 Practical Task Selling a Stand Package

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UKPRN 10067351 • Company 4984798
Curriculum current at the date of issue.