



London TDM

# Marketing and Communication Training Courses

**Course Venue:** Malaysia - Kuala Lumpur

**Course Date:** From 10 May 2026 To 14 May 2026

**Course Place:** Royale Chulan Hotel

**Course Fees:** 6,000 USD

## Introduction

The "Event Marketing and Promotions" course is designed to equip professionals with advanced skills and strategies to effectively market and promote events of any scale. Over five days, participants will explore essential concepts, tools, and best practices necessary to execute successful event marketing campaigns. Through interactive sessions and practical exercises, attendees will gain the expertise to boost event visibility and engagement.

### Objectives

- Understand the fundamentals of event marketing and its role in the event management process.
- Develop effective marketing strategies tailored to different types of events.
- Utilize digital marketing tools to enhance event promotion.
- Measure and analyze the success of event marketing campaigns.
- Create a comprehensive event marketing plan.

## Course Outlines

### Day 1: Introduction to Event Marketing

- Understanding the importance of event marketing
- Key components of a successful event marketing strategy
- Identifying target audiences for events
- Case studies of successful event promotions
- Creating a value proposition for your event

### Day 2: Digital Marketing Strategies for Events

- Leveraging social media for event promotion
- Email marketing campaigns for events
- Utilizing SEO and SEM in event marketing
- Influencer partnerships and collaborations
- Content marketing for building event anticipation

### Day 3: Traditional Marketing Techniques

- Print media and advertising strategies
- Networking and word-of-mouth promotions
- Public relations and media engagement
- Sponsorships and partnerships
- Planning and executing on-site promotions

### Day 4: Measurement and Analysis

- Setting KPIs for event marketing success
- Using analytics tools to track performance
- Evaluating the ROI of marketing efforts
- Adjusting strategies based on data insights
- Reporting and presenting results

## **Day 5: Developing a Comprehensive Marketing Plan**

- Components of a successful event marketing plan
- Budgeting for event marketing
- Timeline and implementation strategies
- Risk management and contingency planning
- Creating a post-event follow-up strategy