



London TDM

Marketing and Communication Training Courses

Course Venue: Malaysia - Kuala Lumpur

Course Date: From 22 February 2026 To 26 February 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