

Professional Event Management Masterclass

11-12TH
MARCH
ONLINE



HRD Corp Prog
No 10001657255

Fees: RM 2,500 / pax

Malaysia's events and business tourism sector continues to be a significant economic driver, contributing billions of ringgit annually and supporting a wide ecosystem of venues, suppliers, and professional service providers. As the industry matures, expectations around governance, safety, sustainability, inclusivity, and return on investment have increased substantially. Many event delivery challenges today arise not from creativity, but from gaps in structured planning, budgeting, risk management, stakeholder coordination, and post-event evaluation, particularly within regulated and corporate environments.

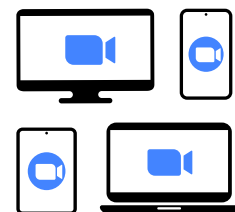
This **2-day** Event Management Workshop will be delivered **100% online**, and is designed to address these realities by equipping participants with a practical, end-to-end understanding of professional event management within the Malaysian context. Covering the full event lifecycle, from initiation and concept development to delivery, shutdown, and evaluation, the programme integrates key considerations such as regulatory compliance, organisational policies, accessibility, risk management, and sustainable event practices. Participants will also be introduced to best-practice tools, project management frameworks, and the strategic use of AI to enhance event planning, programming, and operational effectiveness.

Who should attend: *Event Manager, Wedding Planner, Coordinator, Catering/Banquet Operations, Conference/Exhibition Manager, Festival/Sports Director, Event Safety Officer, Crowd Control Supervisor, Event Marshal, Usher, Host / Emcee, Promoter, Brand Ambassadors.*

Learning Objectives - *By the end of this workshop, participants will be able to:*

- Build an appreciation of external and internal factors with the potential to impact the event management planning and delivery process.
- Develop the ability to create an event concept capable of delivering upon its stated purpose(s).
- Develop an understanding of the event initiation, planning, delivery, shutdown and evaluation processes along with key practices associated with each of these steps.
- Engage in the use of 'best practice' event management tools & processes including the use of AI.

Topic 1 - Introduction to Event Management
Topic 2 - Project Managing Events (I)
Topic 3 - Event Scheduling and Management Tools
Topic 4 - Event Project Management (II)
Topic 5 - Event budgeting
Topic 6 - Venue/site Selection, Layout & Design
Topic 7 - Event Control, Monitoring, Shutdown, Evaluation & Review
Topic 8 - Risk Management & Sustainable Event Management



**100% Online,
Instructor-Led**



About the presenter: The workshop is led by **Dr Rob Harris**, a globally recognised event management educator with extensive international and regional experience. Dr Harris has developed and delivered event management programmes up to Master's level across the United Kingdom, Malaysia, Singapore, China, New Zealand, and Australia. He is co-author of leading industry texts including Festival and Special Event Management, Event Management, and the Regional Event Management Handbook, and serves as a judge for the Australian Event Awards. A Fellow of the Asia Pacific Institute for Events Management and an adjunct academic at the University of Technology Sydney and Taylor's University Malaysia, Dr Harris brings a rare blend of academic rigour, industry insight, and regional relevance, ensuring participants benefit from both global best practices and practical, real-world application.

Tick where applicable, and **click** the underlined course titles to view the full programme details.

- | | | |
|---|---|--|
| <input type="checkbox"/> <u>The Modern Art of F&B Up-selling</u> (1-day)
25 Mar 26
RM1,500 / pax | <input type="checkbox"/> <u>Professional Event Management Masterclass</u>
11 & 12 Mar (2-days)
RM2,500 / pax - <i>Online</i> | <input type="checkbox"/> <u>Restaurant P&L Decoded - Driving Profitability in F&B</u>
18 Mar (1-day)
RM1,500 / pax |
| <input type="checkbox"/> <u>Front Office Mastery. Redefining CeX</u>
30 & 31 Mar (2-days)
RM 2,000 / pax | <input type="checkbox"/> <u>Mastering the Art of Mixology</u>
1 & 2 Apr (2-days)
RM 2,500 / pax | <input type="checkbox"/> <u>Revenue Management for Restaurants, Catering & Events</u>
25 & 26 Mar (2-days)
RM 2,500 / pax |

REGISTRATION

Company / Individual Information

Company / Individual Name:	
Contact Person:	Email Address:
Designation:	Contact No:

Mode of Payment

- HRD Corp SBL-Khas Self-pay Individuals

Programme Fees

<input type="checkbox"/> 1 pax - Normal Rate - As shown above	No of pax:
<input type="checkbox"/> 20% Off Early-bird Rate - 10 days before intake date	No of pax:
<input type="checkbox"/> 30% Group rate - Min 3 pax / programmes	No of pax:

Fee Guide / Pax - Normal fee RM 2,500.00 | 20% off = RM2,000.00 | 30% off = RM1,750.00 / pax.
 Normal fee RM 2,000.00 | 20% off = RM1,600.00 | 30% off = RM1,400.00 / pax.
 Normal fee RM 1,500.00 | 20% off = RM1,200.00 | 30% off = RM1,050.00 / pax.

Total no of programme(s) _____ Total no of pax _____ Total amount RM _____
 Registration includes certificate and notes for each pax, refreshments and lunch for all days. Venue TBA.

Participant Details

Name:	NRIC No:
Name:	NRIC No:
Name:	NRIC No:

Payment & Cancellation Policy

This cancellation policy does not apply to registration under HRD Corp SBL KHAS.
 For self-pay individual, payment must be made 7 DAYS prior to the course commencement.
 All enrolment form received is considered a confirmation, and all payments made payable to:

- Professionals Asia Consultancy (202103127752)
- Maybank Account No: 562348583958

Should a participant is unable to attend, a replacement is allowed.
 Cancellation 7 days prior to the programme commencement, 20% of programme fee is charged.
 Please ensure that cancellation is emailed to admin@professionals.asia
 Professionals Asia Consultancy (PAC) reserves the rights to change the terms and conditions or cancel and postpone the programme dates without prior notice.
 For further details please contact Admin at +6012-6968242.

Company Stamp (for SBL-Khas only)

Signature: _____
 Name:
 Date: