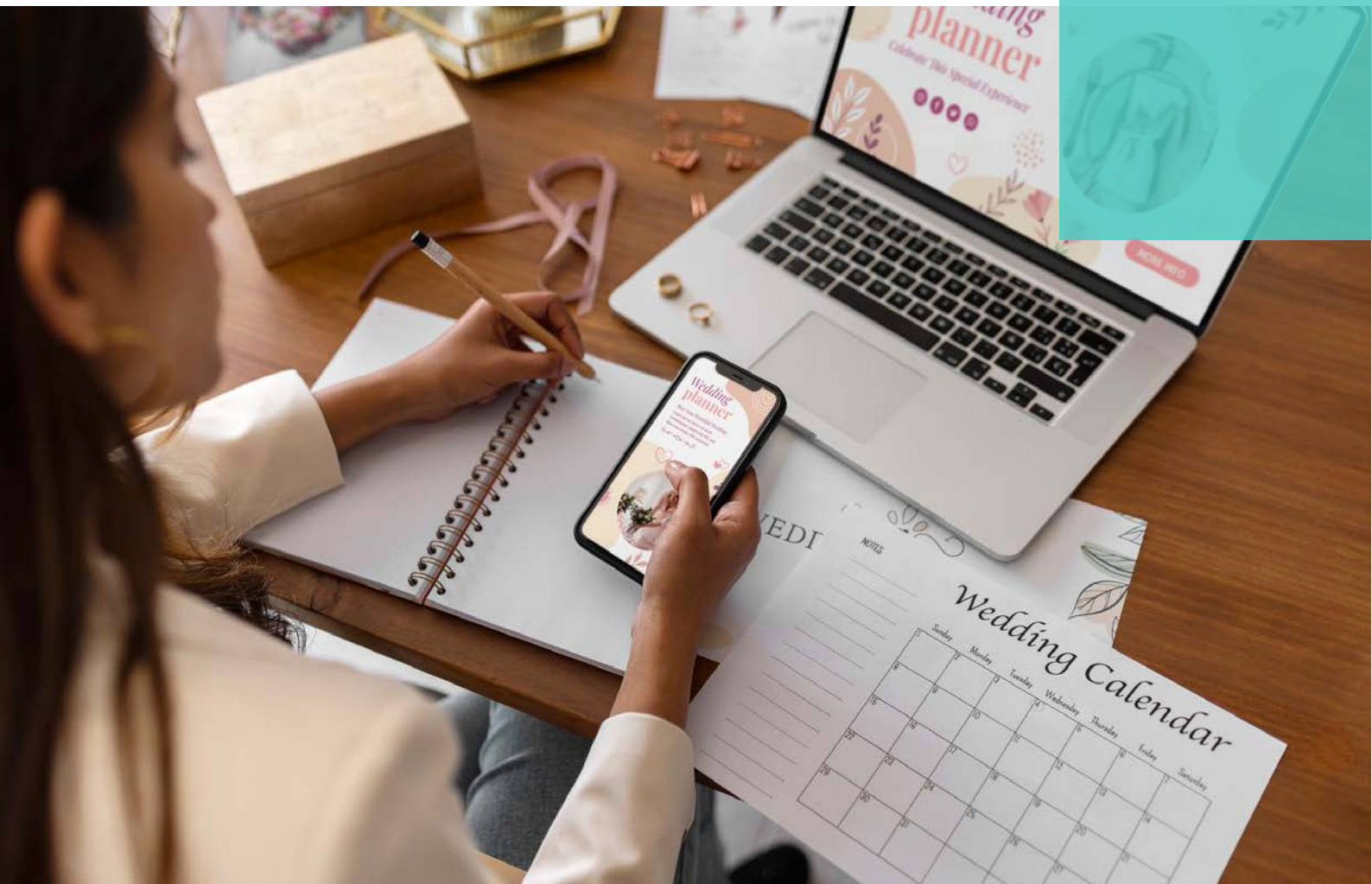


The Art of Event Planning and Management

PLAN, CREATE, INSPIRE.





From Concept to Celebration

The Certificate in "The Art of Event Planning and Management" equips participants with the essential skills to plan, design, and execute successful events from start to finish. The program covers all aspects of event management, including logistics, budgeting, marketing, design, and risk management, while providing practical tools and insights to launch and grow a successful event planning venture.



Who Should Attend

- Aspiring event planners looking to launch a career in the events industry.
- Professionals in hospitality, marketing, or corporate communications seeking to expand their event management skills.
- Entrepreneurs aiming to start or grow their own event planning business.
- Individuals responsible for organizing corporate, social, cultural, or community events.
- Anyone passionate about creating memorable experiences and looking to master the full spectrum of event planning, from concept to execution.

Learning Objectives

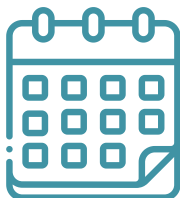
- **Event Planning Fundamentals:** Principles, budgeting, logistics, vendor coordination, risk management, and guest experience.
- **Execution from Start to Finish:** Designing, planning, and delivering events of all types and scales.
- **Creative Event Design:** Turning client visions into complete concepts with décor, materials, and styling.
- **Entrepreneurship in Events:** Building, managing, and scaling a successful event planning business.

Learning Outcomes

By the end of this program, participants will be able to:

- Master event planning fundamentals, from concept to execution.
- Design creative event concepts and impactful experiences.
- Manage venues, logistics, budgets, vendors, and sponsorships.
- Implement marketing strategies and lead professional teams.
- Assess risks, evaluate outcomes, and optimize future events.

Program Information



DATES

- January 16, 23, 30, 2026
- February 6, 13, 20, 27, 2026
- March 6, 13, 2026
- April 17, 30, 2026
- June 5, 2026

Duration: 36 hours (12 sessions)

Real Event Implementation: May 1–30, 2026

Participants will execute their planned event, applying all learned concepts in a practical setting.



TIMING | MODALITY | LOCATION

Timing: 5:30 - 8:30 pm

Modality: In-person

Location: The Professional Training Center,
Campus of Innovation and Sports (CIS),
USJ, Beirut.



REGISTRATION

Deadline: January 6, 2026

[Click Here to Register](#)



FEES

\$790



Meet Your Trainer

AYA SAIDI

Mrs. Aya Saidi is an Event and Project Specialist with over a decade of experience. She is the founder of "The Planner", managing diverse events from concerts and festivals to corporate gatherings and international sports events. She also teaches in the Master's Program in Event Planning at USJ and serves as an expert trainer at the Professional Training Center of USJ, sharing her expertise with aspiring event planners.



Contact

The Professional Training Center
Damascus Road, Beirut, Lebanon,
17-5208

+961 1 421 000 - Ext 1361
+961 70 119 341

cfp@usj.edu.lb
www.usj.edu.lb/cfp

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