

SMART EVENT MANAGEMENT USING AI TOOLS FOR EDUCATORS

CERTIFICATION COURSE

About the Programme

The Smart Event Management Using AI for Educators programme equips educators, trainers, academic leaders, and programme coordinators with practical AI skills to streamline every stage of event management, from idea generation and proposal writing to planning, event execution, and post-event reporting. Through hands-on learning and real-world applications, participants will explore AI-powered tools that enhance productivity, creativity, and decision-making.

The programme also integrates Environmental, Social and Governance (ESG) principles and the United Nations Sustainable Development Goals (SDGs) to promote responsible AI adoption, sustainable event management, and innovative educational practices.

About Institut MaYang

Institut MaYang is a professional learning, leadership, and innovation institute committed to empowering individuals, organisations, and communities through transformative education, workforce capability development, and sustainable impact.

The courses on sustainability are delivered in collaboration with 'CSR Malaysia' and Pertubuhan Amal Tanggungjawab Kemapanan dan Korporat Malaysia, a national organization for Corporate Sustainability and Social Responsibility

As industries continue to evolve through digital transformation, artificial intelligence, and sustainability, Institut MaYang serves as a strategic learning partner that equips professionals with the knowledge, skills, and mindset needed to thrive in the future.

Our programmes combine practical learning, industry expertise, leadership development, innovation, and responsible business practices to help individuals and organisations achieve meaningful growth and long-term success.

At Institut MaYang, we believe learning is not merely about acquiring knowledge; it is about creating transformation.

We don't just conduct training. We develop people. We transform organisations. We create sustainable impact.

Contact us

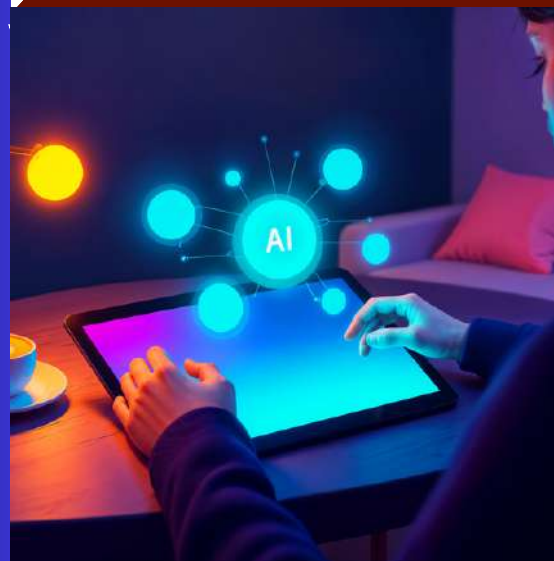
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**Empowering People
Transforming Organisations
Creating Sustainable Impact**



**Institut MaYang is registered with
Ministry of Education**



In collaboration with



www.csrmalaysia.org

Endorsed by



Pertubuhan Amal Tanggungjawab Kemapanan Dan Korporat Malaysia
(PPM-011-14-20062019)

www.sustainabilitycommunity.org

Why Choose This Programme?

- 🏠 Master AI for Smarter Event Management
- ⌚ Save Time & Increase Productivity
- 🔧 Hands-on Experience with Leading AI Tools
- 📅 Plan Events with Confidence
- 🎯 Enhance Creativity & Innovation
- 🔒 Learn Responsible AI & Cybersecurity Practices
- 👥 Interactive & Practical Learning
- 🚀 Immediate Workplace Application
- 🎓 Professional Certification

Learning Outcomes

- ✿ Understand the role of Artificial Intelligence in educational event management.
- ✿ Apply AI tools to plan, organise, and manage educational events effectively.
- ✿ Develop event proposals, budgets, timelines, and marketing materials using AI.
- ✿ Create engaging promotional content, presentations, and communication materials.
- ✿ Improve project management, teamwork, and productivity using AI-powered tools.
- ✿ Apply responsible AI practices, including data privacy and ethical considerations.
- ✿ Produce an AI-assisted event management plan for implementation within their institution.

Programme Highlights

- ✓ Introduction to AI for Event Management
- ✓ Hands-on Training with Popular AI Tools
- ✓ AI for Event Proposal & Planning
- ✓ AI-Powered Budgeting & Timeline Management
- ✓ Creating Posters, Social Media & Marketing Content Using AI
- ✓ AI for Presentation Design & Event Documentation
- ✓ Project Management & Team Collaboration Tools
- ✓ AI Prompt Engineering for Better Results
- ✓ AI Ethics, Data Privacy & Cybersecurity Awareness
- ✓ Practical Workshop: Develop an AI-Assisted Event Management Plan

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Our Trainers

Our programmes are delivered by a distinguished panel of HRD Corp Accredited Trainers, certified professionals, and experienced industry practitioners who bring extensive expertise from both academia and industry.

With diverse professional backgrounds and practical experience across corporate, government, and community sectors, our trainers are committed to delivering high-quality, learner-centred training that bridges theory with real-world application.

Participants benefit from an engaging and interactive learning experience through practical case studies, group discussions, hands-on activities, and project-based learning.

At Institut Mayang, we believe that effective learning goes beyond knowledge transfer; it is about inspiring participants to lead change, drive innovation, and create sustainable organisational impact.

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 **Date: 24 October 2026**
 **Duration: 7 hours**
 **Time: 9:00 AM – 4:00 PM**
 **Venue: Online**
Programme Fee: RM 530

Course Outline

Module 1: Introduction to AI in Event Management

- Understanding Artificial Intelligence
- AI in Education & Event Management
- Benefits and Limitations of AI
- Ethical AI Practices

Module 2: AI Tools for Event Planning

- Claude for Brainstorming
- ChatGPT for Event Proposal Writing
- Canva AI for Posters & Promotional Materials
- NotebookLM for Event Presentations
- Google Gemini for Productivity
- Perplexity AI for Information Gathering

Module 3: Planning & Managing Educational Events with AI

- Event Concept Development
- Proposal Writing
- Budget Planning
- Timeline & Task Management
- Risk Assessment
- Checklist Development

Module 4: AI for Event Marketing & Communication

- Creating Event Posters
- Social Media Content
- Email Invitations
- Event Scripts
- Certificates & Appreciation Letters
- Event Reports

Module 5: Practical Workshop & Mini Project

- Develop a Complete AI-Assisted Event Plan
- Create Promotional Materials
- Prepare an Event Timeline
- Group Presentation & Feedback



Who Should Attend

Lecturers & Academicians
 School Teachers
 Trainers & Facilitators
 Student Affairs Officers
 Programme Coordinators
 Event Organisers
 Administrative Staff
 Learning & Development Professionals
 Education Managers

Anyone interested in leveraging AI to plan and manage events more efficiently