

EXECUTIVE PROGRAM IN SMART LEADERSHIP, EVENT MANAGEMENT & APPLIED GENERATIVE AI (SLEGAI™)



GENTEX®

TRAINING CENTER



Introduction

This Executive Program offers a comprehensive and practical learning path that connects modern leadership skills, professional event management techniques, and the emerging capabilities of generative AI. The program provides clear guidance to help participants lead teams, manage events with confidence, and use AI tools to improve decision-making and creativity.

Throughout the five days, participants explore proven leadership strategies, structured event planning methods, and hands-on AI applications. The learning experience focuses on real-world cases, practical tools, and interactive activities that support professional growth. With each session, participants gain knowledge they can apply immediately in their organizations and projects. Gentex Training Center designed this program to support professionals who want to strengthen their management skills and stay competitive in a rapidly evolving digital environment.

Executive Program in Smart Leadership, Event Management & Applied Generative AI (SLEGAI) Course Objectives

- Apply smart leadership principles to lead teams with confidence and clarity.
- Make informed decisions using digital tools and structured leadership models.
- Plan, design, and manage events, exhibitions, and conferences using international standards.
- Develop event concepts, budgets, schedules, and strategies with practical frameworks.
- Evaluate event performance using consulting tools and auditing methods.
- Use generative AI tools to support event planning, creativity, and operational efficiency.
- Create effective prompts and workflows that improve business communication and productivity.

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- Integrate modern technology solutions to enhance audience engagement and event outcomes.
- Strengthen their ability to act as professional consultants in the events industry.
- Build confidence in using AI to support strategic thinking and project management.

Course Methodology

The program uses interactive learning that combines presentations, guided discussions, practical exercises, case studies, AI demonstrations, and group activities. Participants engage in hands-on tasks to apply each concept directly.

Who Should Take This Course

- Event and project managers
- Team leaders and supervisors
- Professionals working in exhibitions or conferences
- Marketing and communication specialists
- Business consultants and entrepreneurs
- Anyone seeking to improve leadership, event management, or AI skills

Executive Program in Smart Leadership, Event Management & Applied Generative AI (SLEGAI) Course Outlines

Day 1: Smart Leadership & Modern Team Management

- Core principles of smart and adaptive leadership
- Managing teams in a digital and hybrid environment



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- Tools for improving decision-making and communication
- Techniques for handling complex team dynamics
- Emotional intelligence strategies for leaders
- Leading high-performance and diverse teams
- Digital transformation and leadership alignment

Day 2: Professional Events, Exhibitions & Conference Management

- Foundations of event planning and operations
- Step-by-step structure of event workflows
- Exhibition design basics and booth planning
- Visitor engagement techniques and experience design
- Conference agenda creation and speaker management
- Vendor selection, negotiation, and risk control
- Real case studies from global events

Day 3: Certified Events & Exhibitions Consultant Skills

- Consultancy process and role of an event consultant
- Diagnostic techniques to understand client needs
- How to design event feasibility studies
- Building proposals, timelines, and strategic event blueprints
- Event performance measurement and auditing tools
- Best practices for delivering client-focused solutions
- Frameworks for consulting in large-scale events





Day 4: Applied Generative AI for Business & Event Management

- Introduction to generative AI and large language models
- AI tools for planning, design, research, and automation
- AI-driven creativity in event design and production
- Using AI for audience research, segmentation, and engagement
- Practical workflows for improving event operations with AI
- Case examples of AI-supported event strategies

Day 5: Prompt Engineering & AI Interaction

- Fundamentals of prompt engineering
- Writing clear, structured, and actionable prompts
- Multistep prompting and advanced prompt patterns
- Building AI systems to support events and business tasks
- Hands-on practice with tools such as ChatGPT, Claude, and Midjourney
- Designing AI workflows that increase productivity and creativity

Conclusion

By successfully completing this program, participants gain solid knowledge in smart leadership, event management, and applied generative AI. They leave with practical skills that help them manage teams, design professional events, and use AI tools to support strategy and innovation. Gentex Training Center ensures that each participant gains real value and actionable insights that enhance their professional capabilities