Strategic Meeting Facilitation and Management Training Course

23 - 27 Nov 2026

Casablanca

4500 € (Per Person)

Ref: #PRO4319_279338

Course Introduction / Overview:

This comprehensive training course is designed to transform the way professionals plan, lead, and participate in meetings, moving beyond basic management to strategic facilitation. In today's fast-paced business environment, unproductive meetings are a significant drain on resources, time, and morale. This program addresses this challenge head-on by equipping participants with advanced skills to ensure every meeting is a high-value, outcome-driven event. Drawing upon principles from experts like Sam Kaner, author of "Facilitator's Guide to Participatory Decision-Making," the course delves into the psychology of group dynamics, participatory decision-making, and sophisticated conflict resolution techniques. Participants will learn to master not just the mechanics of agenda setting and minute-taking, but the art of fostering inclusive discussions, navigating complex interpersonal dynamics, and guiding teams toward consensus and clear action. BIG BEN Training Center has developed this curriculum to be intensely practical, focusing on real-world scenarios to build confidence and competence in facilitating both in-person and virtual meetings, ultimately driving organizational productivity and innovation.

Target Audience / This training course is suitable for:

- Team Leaders and Supervisors.
- Project Managers and Program Coordinators.
- Department Heads and Senior Managers.
- Executive Assistants and Administrative Professionals.
- Human Resources and Training Professionals.
- Scrum Masters and Agile Coaches.
- Consultants and Business Analysts.
- Anyone responsible for leading or organizing meetings.

Target Sectors and Industries:

- Information Technology and Telecommunications.
- Banking, Finance, and Insurance.
- Healthcare and Pharmaceuticals.
- Engineering and Construction.
- Consulting and Professional Services.
- Education and Academia.
- Non-Profit and Non-Governmental Organizations.
- Governmental agencies and public sector bodies.

Target Organizations Departments:

- Project Management Office (PMO).
- Human Resources and Learning & Development.
- Operations and Production.
- Sales and Marketing.
- Executive Leadership and Strategy.
- Research and Development.
- Administration and Corporate Support.
- Information Technology Services.

Course Offerings:

By the end of this course, the participants will have able to:

- Design strategic meeting agendas that align with organizational goals.
- Apply advanced facilitation techniques to maximize engagement and participation.
- Manage difficult conversations and resolve conflicts constructively within a group setting.
- Lead effective and inclusive decision-making processes to achieve consensus.
- Master the tools and techniques for facilitating productive virtual and hybrid meetings.
- Develop clear, actionable meeting minutes and follow-up plans.
- Analyze and improve meeting processes within their teams and organizations.
- Confidently guide groups through complex problem-solving and brainstorming sessions.

Course Methodology:

The training methodology at BIG BEN Training Center is centered on experiential and participatory learning to ensure deep comprehension and practical skill acquisition. This course moves beyond traditional lectures, immersing participants in a dynamic learning environment. A significant portion of the training is dedicated to interactive exercises, including role-playing difficult meeting scenarios, facilitating mock group discussions, and participating in simulated problem-solving sessions. We utilize a case-study approach, analyzing real-world examples of both successful and failed meetings to deconstruct key principles. Participants will work in small groups on collaborative projects, allowing for peer-to-peer learning and the exchange of diverse perspectives. Our expert instructors provide continuous, constructive feedback throughout the sessions, helping individuals identify personal strengths and areas for development. The curriculum integrates a variety of learning aids and practical tools that participants can immediately apply in their workplace, ensuring a tangible return on investment and a lasting impact on their meeting facilitation capabilities.

Course Agenda (Course Units):

Unit One: Foundations of Strategic Meeting Management

- The strategic purpose and cost of meetings.
- Defining clear objectives and desired outcomes.
- Crafting compelling, results-oriented agendas.
- Identifying and engaging the right stakeholders.
- Pre-meeting communication and preparation strategies.
- Understanding different meeting types and formats.
- Establishing ground rules and a positive meeting culture.

Unit Two: The Art of Advanced Facilitation

- The core competencies of a master facilitator.
- Techniques for active listening and powerful questioning.
- Managing group dynamics and energy levels.
- Encouraging participation from all personality types.
- Using visual aids and facilitation tools effectively.
- Guiding creative brainstorming and idea generation sessions.
- Maintaining neutrality and objectivity as a facilitator.

Unit Three: Navigating Conflict and Driving Decisions

- Identifying the root causes of meeting conflicts.
- Strategies for de-escalating tension and managing difficult behaviors.
- Facilitating constructive debate and diverse viewpoints.
- Exploring various decision-making models (consensus, voting, command).
- Techniques for building consensus in divided groups.
- Documenting decisions and ensuring clarity and commitment.
- The facilitator's role in mediating disagreements.

Unit Four: Mastering Virtual and Hybrid Meetings

- Challenges and opportunities of the digital meeting space.
- Selecting and utilizing the right collaboration technology.
- Techniques for engaging remote and hybrid participants.
- Facilitating seamless interaction between in-person and remote attendees.
- Preventing digital fatigue and maintaining focus.
- Best practices for virtual breakout rooms and interactive polls.
- Establishing digital meeting etiquette and protocols.

Unit Five: Post-Meeting Excellence and Continuous Improvement

- The art of writing effective, action-oriented meeting minutes.
- Developing and tracking clear action items and accountabilities.
- Conducting post-meeting debriefs and feedback sessions.
- Techniques for measuring meeting effectiveness and ROI.
- Creating a culture of continuous improvement for meetings.
- Personal action planning for applying new skills.
- Presenting meeting outcomes to senior leadership.

FAQ:

Qualifications required for registering to this course?

There are no requirements.

How long is each daily session, and what is the total number of training hours for the course?

This training course spans five days, with daily sessions ranging between 4 to 5 hours, including breaks and interactive activities, bringing the total duration to 20 - 25 training hours.

Something to think about:

How can the principles of psychological safety be proactively integrated into meeting facilitation to unlock more candid feedback and innovative ideas from team members?

What unique qualities does this course offer compared to other courses?

This course distinguishes itself by moving beyond the procedural aspects of meeting management to focus on the strategic and psychological dimensions of effective facilitation. While many programs teach how to create an agenda or take minutes, we delve into the nuanced art of managing group dynamics, understanding unspoken social cues, and fostering an environment of psychological safety where true collaboration can flourish. The curriculum is uniquely structured to address the complexities of the modern workplace, with a dedicated and in-depth focus on mastering the hybrid meeting environment, a critical skill often overlooked by more traditional courses. Rather than providing a rigid set of rules, we equip participants with a versatile toolkit of facilitation techniques and decision-making frameworks, empowering them to adapt their approach to any situation, group, or objective. The emphasis is on practical application through intensive role-playing and case studies, ensuring participants leave not just with knowledge, but with the confidence and competence to transform their organization's meeting culture from a necessary chore into a strategic advantage.