



*Training Course:  
The Complete Program in PR & Event  
Management*

*2 - 6 September 2024  
Amsterdam (Netherlands)  
Grand Hotel Amrâth Amsterdam*

## Training Course: The Complete Program in PR & Event Management

Training Course code: RR234627 From: 2 - 6 September 2024 Venue: Amsterdam (Netherlands) - Grand Hotel Amrâth  
Amsterdam Training Course Fees: 5250 € Euro

### Introduction

This course helps those people who are organizing and planning an event. The impact of a successful event on a company can be profound. The impact of a poorly organized event is so negative that it pulls resources away from real work in order to deal with the aftermath. This course provides a synthesis of all planning, execution, and post-event analysis. Such an event may be a benefit, arts, and design industry event, entertainment event, trade show, or an event in the fields of hospitality, marketing, and advertising, or sports.

### Course Objectives of PR & Event Management

- Delegates will be able to schedule and plan an event
- Delegates will be familiar with a range of events they are likely to engage in and the requirements for their successful delivery
- Delegates will be able to identify the most appropriate venues and activities for their events
- Delegates will be able to manage the media at their events with confidence

### Course Outlines of PR & Event Management

#### Day 1: The role of events in a Public Relations or Marketing strategy

- An overview of Public Relations and how events fit in
- Events and the PR Transfer Process
- Strengths and weaknesses of events as a form of communication
- The Six Point PR Plan and its application to event management
- Assessing your needs
- The importance of clarity of purpose
- The importance of the audience
- Choosing the event to fit the objective
- Budget - staff, time, materials money
- Evaluating the event success

#### Day 2: Event planning, the theory, and practice

- Scheduling - the long term plan
- Event running order - timing of an event
- Budget control
- Managing suppliers
- Venue considerations
- Suitability for an event - support for the message
- Size - capacity
- Type

- Access
- Accommodation
- Layout for different events - Seating etc

#### Day 3: Stage Management, Dining, and Entertainment. Health and safety

- [Stage management] of the event
- Ensuring the event is on message and on-brand
- Welcome desk - set up and management
- Sets and staging
- Corporate identity on display
- Food can be part of the message
- Different types of dining for different events and practical implications
- Dining protocol - formal dinner, informal eating
- Choosing catering suppliers - in a house with a venue or external
- Entertainment and music at your event
- Staying safe - Risk assessment and events
- Addressing risk areas at events

#### Day 4: Managing the Media at your Events

- Keeping your objectives in mind
- Is it a media event - what's in it for them?
- Generating news through an event
- Inviting the media - invitations and press releases
- The press office - Staffing, setting up and running it
- The press pack and gifts
- Conducting interviews and briefing interviewees
- Photography at your event
- Involving your in-house media

#### Day 5: Invitations, VIPs and bringing it all together

- Getting your audience there
- Invitation process for different types of event
- Invitation protocols
- Working with VIPs
- Invitations
- Meet and greet
- Follow up
- Building an event management team
- Event planning exercise involving all elements discussed through the week

## Registration form on the Training Course: The Complete Program in PR & Event Management

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Complete & Mail or fax to Global Horizon Training Center (GHTC) at the address given below

### Delegate Information

Full Name (Mr / Ms / Dr / Eng): .....

Position: .....

Telephone / Mobile: .....

Personal E-Mail: .....

Official E-Mail: .....

### Company Information

Company Name: .....

Address: .....

City / Country: .....

### Person Responsible for Training and Development

Full Name (Mr / Ms / Dr / Eng): .....

Position: .....

Telephone / Mobile: .....

Personal E-Mail: .....

Official E-Mail: .....

### Payment Method

- Please find enclosed a cheque made payable to Global Horizon
- Please invoice me
- Please invoice my company

### Easy Ways To Register

Telephone:  
+201095004484 to  
provisionally reserve your  
place.

Fax your completed  
registration  
form to: +20233379764

E-mail to us :  
info@gh4t.com  
or training@gh4t.com

Complete & return the  
booking form with cheque  
to: Global Horizon  
3 Oudai street, Aldouki,  
Giza, Giza Governorate,  
Egypt.