Training Course:
The Complete Program in PR & Event Management

1 - 5 December 2024
Manama (Bahrain)
Fraser Suites

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Training Course code: RR234627 From: 1 - 5 December 2024 Venue: Manama (Bahrain) - Fraser Suites Training Course Fees: 4250 ⬜ 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:
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Complete & Mail or fax to Global Horizon Training Center (GHTC) at the address given below

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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: ....
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Official E-Mail: ....

Payment Method

☐ Please find enclosed a cheque made payable to Global Horizon

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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. |