



The Art of Event & PR Management in the Next 10
Years



5 - 9 May 2025



Amsterdam (Netherlands)

The Art of Event & PR Management in the Next 10 Years

course code: C9999 From: 5 - 9 May 2025 Venue: Amsterdam (Netherlands) - course Fees: 4500 Euro

The Conference

This conference 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 conference 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.

Conference Objectives - The Art of Event & PR 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

Conference Agenda - The Art of Event & PR Management

Unit 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

Unit 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 event - support for the message
- Size - capacity
- Type
- Access
- Accommodation
- Layout for different events - Seating etc

Unit 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 house with venue or external
- Entertainment and music at your event
- Staying safe - Risk assessment and events
- Addressing risk areas at events

Unit 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

Unit 5

Invitations, VIPs & 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