informatech

PUBLIC RELATIONS | COURSE

Certificate in Events Management

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Course content

Why Attend

The course uses interactive techniques such as team exercises, case studies, individual exercises, role plays (rehearsed and impromptu), videos, and group feedback.

By the end of the course, participants will be able to:

• Explain the fundamental principles underlying event management

• Develop an event execution plan using a systematic step-by-step process

• Assess best practices for managing events logistics

• Implement diverse methodologies to assess the effectiveness of an event

• Suggest improvement that moves an event from good to great

This course is designed for professionals involved in public relations, event management, business etiquette and protocol activities.

• Assessing risks

• Actively listening to stakeholder needs

• Developing event plans

• Coordinating event logistics

• Analyzing post-event metrics

• Identifying suitable venues

Course outline

Foundations of Event Management

• Definition of 'event'

• Reasons for organizing events

• Types of events

• Importance of events

Course content

Course outline

- Definition of an event theme
- Steps to create and theme an event
- Stakeholders of an event

Steps in the Event Planning Process

- Deciding the vision and theme of an event
- Conducting a SWOT analysis
- Setting goals and objectives
- Determining the event's feasibility
- Choosing an appropriate organizational structure
- Creating a plan
- Evaluating the event
- The 5 Ws of event creation
- Being S.M.A.R.T with your objectives

Managing Event Logistics

- HR management for events
- Choosing an ideal venue
- Marketing and promoting your event
- Elements of event promotion and marketing
- Ticketing
- Signage
- Advertising
- Budgeting of events

Course content

Course outline

- Safety components in event management
- Risk mitigation and contingency plans
- Potential problems
- Weather
- No shows
- Delayed deliveries

Event Assessment and Evaluation

- Differences between assessment and evaluation
- Six key stages in event evaluation
- Various methods of event evaluation
- Gantt charts for managing task schedules
- The ROI evaluation
- Measuring social media engagement

Organizing Great Events

- Needed steps for organizing influential events
- Plan and execute an effective campaign
- Use an efficient communication system
- Use the event website wisely
- Use technology wisely
- Execute a sound logistics system

Seminar dates

Available seminar dates

Live dates and pricing for Certificate in Events Management generated from the course details page.

Date	Location	Format	Fee
12 - 16 October 2026	Amsterdam - Netherlands	Classroom	**€3,400.-**
9 - 13 November 2026	London - U.K	Classroom	**€3,360.-**
14 - 18 December 2026	Istanbul - Turkey	Classroom	**€2,280.-**
18 - 22 January 2027	Barcelona - Spain	Classroom	**€3,080.-**
15 - 19 February 2027	London - U.K	Classroom	**€3,360.-**
15 - 19 March 2027	Rome - Italy	Classroom	**€3,400.-**
19 - 23 April 2027	Munich - Germany	Classroom	**€3,400.-**
17 - 21 May 2027	Amsterdam - Netherlands	Classroom	**€3,400.-**
21 - 25 June 2027	London - U.K	Classroom	**€3,360.-**
19 - 23 July 2027	Istanbul - Turkey	Classroom	**€2,280.-**
16 - 20 August 2027	Barcelona - Spain	Classroom	**€3,080.-**
20 - 24 September 2027	London - U.K	Classroom	**€3,360.-**
18 - 22 October 2027	Rome - Italy	Classroom	**€3,400.-**
15 - 19 November 2027	Munich - Germany	Classroom	**€3,400.-**
20 - 24 December 2027	Amsterdam - Netherlands	Classroom	**€3,400.-**

Live online option	Online delivery is available at €1,850.-.