informatech

PUBLIC RELATIONS | PR-006

CIPR Recognized Events and Conferences Management

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Course content

Why Attend

Course Methodology The course is designed to be interactive and participatory and includes various learning tools to enable the participants to operate effectively and efficiently in a multifunctional environment. The course is based on four learning pillars: concept learning (lectures and presentations), role-playing (group exercises), experience sharing (roundtable discussions), and exposure to real-world problems and policy choices confronting delegates. Course Objectives By the end of the course, participants will be able to: Identify the types of events and conferences to execute a more effective plan Organize, assess, and motivate various committees involved in managing events and conferences Promote their events and conferences by planning and setting a step-by-step promotional plan Prepare and control the financial aspects of a conference Plan and organize different kinds of exhibitions Examine all activities to evaluate them and follow up on the events Target Audience Managers, supervisors, and officers involved in planning or managing events, exhibitions, and conferences, as well as managers and officers of public relations. Target Competencies Planning Organizing Leading Analyzing and evaluating Verbal communication Building rapport Delivering and receiving feedback

Course Methodology

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Course Objectives

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

- Identify the types of events and conferences to execute a more effective plan
- Organize, assess, and motivate various committees involved in managing events and conferences
- Promote their events and conferences by planning and setting a step-by-step promotional plan
- Prepare and control the financial aspects of a conference

Course content

Course Objectives

- Plan and organize different kinds of exhibitions
- Examine all activities to evaluate them and follow up on the events

Target Audience

Managers, supervisors, and officers involved in planning or managing events, exhibitions, and conferences, as well as managers and officers of public relations.

Target Competencies

- Planning
- Organizing
- Leading
- Analyzing and evaluating
- Verbal communication
- Building rapport
- Delivering and receiving feedback

Course outline

Events and Conferences Planning

- Definition of events and conferences
- Types of events and conferences
- Aim of a conference
- Importance and concepts

Course content

Course outline

- Setting smart objectives
- Preparing the event plan with detailed activities and schedules
- Selecting the venue and agreeing on the site of the event or conference

Organization of the Event or Conference

- Choosing human resources for the management of the event or conference
- Forming different specialized committees
- Training and motivating the teams in charge of managing the event or conference
- Importance of holding a conference
- Arrangements for accommodation
- Conference registration process
- Public relations and media

Promotional Activities for Events and Conferences

- Marketing the conference
- Factors attracting participants
- Promotion and advertisement of events or conferences
- Steps needed for the promotion and marketing of the event or conference
- Setting a plan for the promotion of events and conferences

The Financial Aspects of the Conference

- Preparing the conference budget
- Fixed expenses
- Variable expenses

Course content

Course outline

- Conference revenues
- The financial committee

Organizing Exhibitions

- Importance of exhibitions in conferences
- Goods and services in a conference
- Promoting the exhibition
- Managing exhibitions
- Criteria for selecting exhibitors
- Contacting exhibitors

Follow Up and Evaluation of Conference and Events Activities

- Monitoring the event or conference activities
- Key factors in the assessment
- Benefits of follow up
- The coordination and follow-up committee
- Follow-up and evaluation

Seminar dates

Available seminar dates

Live dates and pricing for CIPR Recognized Events and Conferences Management generated from the course details page.

Date	Location	Format	Fee
13 - 17 July 2026	Barcelona - Spain	Classroom	**€3,850.-**
17 - 21 August 2026	London - U.K	Classroom	**€4,200.-**
21 - 25 September 2026	Munich - Germany	Classroom	**€3,450.-**
19 - 23 October 2026	Amsterdam - Netherlands	Classroom	**€4,250.-**
2 - 6 November 2026	London - U.K	Classroom	**€4,200.-**
21 - 25 December 2026	Istanbul - Turkey	Classroom	**€2,850.-**

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