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 |
|---|---|---|---|
| 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.-** |

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