

# informatelch



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      |
|-----------------------|-------------------------|-----------|----------|
| 20 - 24 July 2026     | London - U.K            | Classroom | €4,200.- |
| 3 - 7 August 2026     | Rome - Italy            | Classroom | €4,250.- |
| 7 - 11 September 2026 | Munich - Germany        | Classroom | €3,450.- |
| 12 - 16 October 2026  | Amsterdam - Netherlands | Classroom | €4,250.- |
| 9 - 13 November 2026  | London - U.K            | Classroom | €4,200.- |
| 14 - 18 December 2026 | Istanbul - Turkey       | Classroom | €2,850.- |

### Live online option

Online delivery is available at €1,850.-.