

# informatech



PUBLIC RELATIONS | PR-006

# CIPR Recognized Events and Conferences Management

## UK

+44 33 000 111 90  
info@informatech.co.uk  
<https://informatech.uk>  
63-66 Hatton Garden Hatton Garden  
EC1N 8LE , London

## NL

+31 85 74 444 46  
info@infomatech.nl  
<https://infomatech.nl>  
Waarderweg 50 - 2031PB  
Haarlem - Netherlands

Tel : +44 (33) 000 111 90

Our mailing address is:  
63-66 Hatton Garden, EC1N 8LE, London

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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
22 - 26 June 2026	Kuala Lumpur - Malaysia	Classroom	€2,250.-
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.-.