**Public Relations, Organization & Management of Events, Conferences & Protocol**



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**Course Objective**

* Delegates will be able to schedule and plan an event
* Delegates will be familiar with a range of events they are likely to engage in and the requirements for their successful delivery
* Delegates will be able to identify the most appropriate venues and activities for their events
* Delegates will be able to manage the media at their events with confidence
* Delegates will be able to troubleshoot event plans to identify potential problem areas before they emerge

**Target Audience**

* Middle and senior managers tasked with the direct delivery of events or oversight of specialist sub-contractors
* Senior operational managers with responsibility for managing teams whose role includes event management
* Senior managers up to Board level with responsibility for the strategic use of events as part of the organisation’s PR and marketing strategy and their effective deployment

**Course Outline**

* **DAY 1**
* **The Role of Events in a Public Relations or Marketing Strategy**
* An Overview of Public Relations and How Events fit in
* Events and the PR Transfer Process
* Strengths and Weaknesses of events as a form of Communication
* The Six Point PR Plan and its Application to Event Management
* Assessing your needs
* The Importance of Clarity of Purpose
* The Importance of the Audience
* Choosing the Event to fit the Objective
* Budget - staff, time, materials money
* Evaluating the Event Success
* A Review of the Different Types of Event available
* **DAY 2**
* **Event Planning, the Theory and Practice**
* Scheduling - *the long term plan*
* Event Running Order - *timing of an event*
* Budget Control
* Managing Suppliers
* Venue Considerations
* Suitability for Event - *support for the message*
* Size - capacity
* Type
* Access
* Accommodation
* Layout for Different Events - *Seating, etc.*
* **DAY 3**
* **Stage Management, Dining and Entertainment, Health and Safety**
* “Stage Management” of the Event
* Ensuring the Event is on-message and on-brand
* Welcome Desk -*set up and management*
* Sets and Staging
* Corporate Identity on Display
* Food can be part of the message
* Different Types of Dining for Different Events and Practical Implications
* Dining Protocol - formal dinner, informal eating
* Choosing Catering Suppliers - *in-house with venue or external*
* Entertainment and music at your Event
* Managing Entertainers at Events
* Staying Safe - *Risk Assessment and Events*
* Addressing risk areas at Events
* **DAY 4**
* **Managing the Media at Your Events**
* Keeping your Objectives in mind
* Is it a media event - what’s in it for them?
* Generating News through an Event
* Inviting the Media - invitations and press releases
* The Press Office - *Staffing, setting up and running it*
* The Press Pack and Gifts
* Conducting Interviews and Briefing Interviewees
* Managing Filming On-Site
* Photography at your Event
* Involving your In-house Media
* **DAY 5**
* **Invitations, VIPs and Bringing it all Together**
* Getting your Audience there
* Invitation Process for Different Types of Event
* Invitation Protocols
* The Importance of RSVP
* Working with VIPs
* Invitations
* Meet and Greet
* Hosting and Farewell
* Follow-up
* Building an Event Management Team
* Event Planning Exercise involving all elements discussed through the week
* The design of financial models for forecasting and decision-making
* **The Feature Of Asia Master Training And Development Center**
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| Price (USD) |
| Communicate with the training department  to know the participation fees   * There are offers and discounts for groups |
| The details of the bank account |
| Bank name: CIMB Bank Berhad  Account name: Asia Masters Center SDN. BHD  Bank account number: 80-0733590-5  Swift code: CIBBMYKL  IBAN: Null |