



**Asia Masters Center**

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



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**Asia Masters Center**

## Public Relations, Organization & Management Of Events, Conferences & Protocol

### ➔ 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.*



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### ➤ 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



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### ➤ **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**

- we pick up the customer from the airport to the hotel.
- we give the participant training bag includes all the necessary tools for the course.
- Working within groups to achieve the best results.
- All our courses are confirmed and we do not postpone or cancel the courses regardless of the number of participants in the course.
- We can assist you in booking hotels at discounted prices if you wish to book through us.
- We offer the certificate from Asia Masters Center for Training and Administrative Development.

## ➔ **The Cost Of The Training Program Includes The Following:**

- 1) Scientific article on flash memory.
- 2) Training Room.
- 3) Training.
- 4) Coffee break.
- 5) The training bag includes all the tools for the course.



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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