

Course Overview:

In today's competitive corporate landscape, executing well-structured and impactful events is crucial for brand positioning and stakeholder engagement. This course empowers professionals with the knowledge and tools to manage protocols and deliver seamless events, emphasizing strategic planning, risk management, and diplomatic etiquette essential for success in high-stakes environments.

Course Objective:

By the end of the course, participants will be able to:

- Plan and schedule events effectively using a structured framework.
- Match event types to organizational objectives for maximum impact.
- Select appropriate venues and coordinate event logistics confidently.
- Handle media relations and VIP coordination with professionalism.
- Identify and mitigate potential risks in event planning.

Course Outline:**Module 1: Understanding Events in PR**

- Events in the public relations context
- Objectives and outcomes of corporate events
- Aligning event strategy with brand messaging

Module 2: The Six Point PR Plan

- Overview of the six-point PR framework
- Application to event management scenarios
- Integrating messaging and logistics

Module 3: Event Selection and Planning

- Choosing the right event format
- Matching events to target audiences
- Strategic scheduling and timing

Module 4: Budgeting and Resource Allocation

- Budgeting for success: staff, time, materials
- Cost-control measures
- Vendor management

Module 5: Venue and Logistics Management

- Venue selection criteria
- Accessibility and capacity planning
- Equipment and materials management

Module 6: Stage and Program Management

- Event scripting and stage direction
- Managing run-of-show timelines
- Technical setup and rehearsals

Module 7: Risk Management and Contingencies

- Conducting event risk assessments
- Developing contingency plans
- Ensuring attendee safety

Module 8: Media and VIP Coordination

- Managing media presence and press releases

Training Language:

EN

Training Methodology:

The course combines various teaching methods, including instructor-led presentations, group discussions, case study analyses, and assessments through quizzes and a final exam to engage participants and ensure they understand and retain the material.

Venue | Date | Fees

Riyadh | 09-11-2025 | 17,250 SAR

- Protocols for hosting VIPs
- Security and logistics for high-profile guests

Module 9: Event Marketing and Promotion

- Generating pre-event buzz
- Leveraging social and traditional media
- Audience engagement strategies

Module 10: Evaluation and Reporting

- Measuring event success
- Feedback collection and analysis
- Post-event reporting and lessons learned

Who Should Attend:

- Event Management Professionals
- Senior Operational Managers
- Public Relations Officers
- Marketing and Communications Executives