



Special Event Management

**A one day workshop on
planning and managing special events
as part of a corporate communications programme**

PROFESSIONAL
£325*



*For companies in the PRCA or delegates in the CIPR. Full price £395+VAT.

Aims of the course

Delegates learn the A to Z of planning and managing successful special events that contribute to the objectives of a corporate communications programme. They see how to identify the critical timeline to ensure that everything happens when it should.

They work in small groups to plan their own event.

Delegates learn how to:

- Appreciate the role of special events in the PR mix
- Set event goals and objectives
- Understand the different types of special events that can contribute to public relations
- Appreciate the detailed planning that goes into a successful event
- Develop a critical path to maintain control of the event's organisation



PR Training Provider

www.henshallcentre.com

Our web site shows: terms of business; EarlyBird discounts; SuperSaver prices; and all course dates. Book online. See how to run this course just for your team. Get maps and details of local hotels. And read *iDeals* - our online newsletter.

COURSE CONTENT

Special Events in the PR Mix

The role of special events in an organisation and how to determine their scope.

Setting professional, disciplined objectives that ensure that events make a contribution to your organisation's success.

Different Types of Event

Understanding the range of events that can contribute to the PR mix, including: roadshows; conferences; sponsorship events; briefings; and hospitality events.

The A to Z of Event Planning

A thoroughly detailed overview of all the elements of an event, including: site selection; speaker/VIP liaison; audio visual planning; press relations; marketing and direct mail; on-site management; rehearsal; and follow-up.

Developing a Critical Timeline

How to adhere to deadlines and ensure planning control.

Practical advice on how to develop a critical path to cover all types of events.

Develop your own Event

Delegates work in small groups to develop an event which they then present to the class for critique by the tutor and the group.

Plan your training

Special Event Management covers the techniques needed to organise events that will make an effective contribution to your public relations programme.

It does not address the task of defining what your PR is trying to achieve. *Developing PR Strategy* and *Managing PR Campaigns* describe methods for focusing PR effort.

Courses are all self-contained. They can be taken in any order.