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Public Relations and Event Management

Date: 21 October 2019 - 25 October 2019

Course ID: ADDQ066/2019

Duration: 5 Days

Fee US\$ - VAT is not included: 3500 US\$

Venue: Istanbul / Turkey

Introduction:

Whether it is a national conference, a specialist training session, a public meeting, or a local fundraiser, events are the public face of your organization. This 3 days event management training course looks at the power of events to build your organization and promote its aims. You will explore the planning process, going step by step through the different elements, and along the way creating an effective timeline. You will look at how to get people to attend the event and how to manage the delegate process. You will look at finding the best venues, facilities, catering and treats. You will also learn how to evaluate your event, so that each time you are able to build on your success offers a practical guide, which will help you organize future activities with confidence and flair.

Objectives:

At the end of this course trainees will be able to:

- Practice the key communication skills and techniques which are essential for performing their public relations duties.
- How to communicate effectively with the internal and external publics of the organization.
- Play an active role in supporting the image and reputation of the organization.
- Use the media to your advantage
- Respond confidently to Public approach
- Gain an understanding of how to organize an event
- Have a deeper understanding of the power of events in promoting your organization
- Gain confidence in the practical aspects of event management
- Know what to do when there are problems.
- Leave with an enthusiasm for excellence

Who should attend:

The Nominees for this course is, preferably:

- for anyone who feels they could develop better skills when managing the media or Public
- to prepare for a spokesperson role. If you are anxious about talking to the media or simply making presentations, and want to make sure you are better prepared next time.
- If you want to learn how to interact with the media, maximizing your company profile, this course will teach you skills to pin point what is newsworthy in your organization and how to use this to your best advantage

Daily Outlines:

Public Relations in a Changing Environment

- ❖ The Origin and Development of PR
- ❖ Definitions, Scope and Objectives
- ❖ New Roles and Perspectives

- ❖ The Role of Public Relations in Building the Image of the Organization

Evolution of public relation

- ❖ Public relation definitions

- ❖ Planned process to influence public opinion

- ❖ Marston's four-step "RACE" model describes the public relations process:

- ❖ Sharpe's five principles

- ❖ Public relations as management interpreter

- ❖ The "publics" of public relations

- ❖ Ways to view our publics

- ❖ Internal and external

- ❖ Primary, Secondary and Marginal

- ❖ Traditional and future

- ❖ Proponents, opponents and the uncommitted

- ❖ Functions of public relations

- ❖ The curse of "spin"

- ❖ Public relations, marketing, advertising...

- ❖ The difference between Public relations and Journalism

- ❖ Advertising

- ❖ Publicity

- The difference between Public relation and marketing

- First Impressions - Telephone Etiquette Is Very Important

The Functions of Public Relations

- Planning, Organizing and Controlling the Activities of Public Relations

- Public Relations Position in the Organization

- Main Qualities of Public Relations Professionals

Press Conferences

- Preparing a Press Release

- Conducting a Press Conference

- Preparing the Press Clippings

- Approach

- ♣ Why an event?

Conceptualizing an event: Review the vision and setting the event objectives

- The 4‘w’s: why, who, when and where
- Why are you holding the event?
- What needs to happen as a result of the event?

Elements of the strategic planning process: from proposal to post event

- Scope of event
- Work breakdown
- Analyzing resources
- Identifying tasks and responsibilities

Team management

- What are the HR challenges posed by an event?
- Managing the team, delegation and priorities

Strategic marketing: Publicity and public relations

- Marketing an event to achieve objectives
- Who is the audience and what are they wanting from your event
- How to manage their needs and expectations
- Understanding the key elements which make an event memorable

- Creating your event brief

- ♣ Examining the benefits of different approaches?

- ♣ Conference, training, workshop, consultation, public event, fundraiser
- ♣ Getting the best speakers and guests
- ♣ Making a programme that delivers on your aims

- Planning

- ♣ Event team

- ♣ Planning schedule

- Budgeting
 - Choosing venues and facilities
 - Health and safety, risk assessment and insurance
 - Time Line – Countdown to success
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- Publicity
 - Identifying your audiences?
 - Pre-event publicity
 - Making the most of the Internet – Websites, Social Networking and email
- Gaining press coverage
- Packs and takeaways
 - Diversity
- Presenters and delegates – ensuring you reach all parts of the community
 - Accessible events – best practice
 - How events can be organised to meet the needs of vulnerable people
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- Customer service
- Managing bookings
 - Meeting and Greeting
 - Catering and treats
 - Evaluation
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- On the day
- What to pack in your event box
 - How to create the atmosphere you want
 - What to do when things go wrong
 - How to add energy to sessions
 - Leaving people wanting more
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- Follow up
- Thank yous
 - Calls to action

Post event evaluation

- Describe the role of evaluation in event management
- Discuss when and what to evaluate at an event
- a year of free support