

CIPR Recognized Events and Conferences Management

Course code: PR-006



SPARK TRAINING

Professional training courses for leaders, specialists, and organizations seeking practical capability development.

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— Workshop Overview

Course Methodology The course is designed to be interactive and participatory and includes various learning tools to enable the participants to operate effectively and efficiently in a multifunctional environment. The course is based on four learning pillars: concept learning (lectures and presentations), role-playing (group exercises), experience sharing (roundtable discussions), and exposure to real-world problems and policy choices confronting delegates. **Course Objectives** By the end of the course, participants will be able to:

- Identify the types of events and conferences to execute a more effective plan
 - Organize, assess, and motivate various committees involved in managing events and conferences
 - Promote their events and conferences by planning and setting a step-by-step promotional plan
 - Prepare and control the financial aspects of a conference
 - Plan and organize different kinds of exhibitions
 - Examine all activities to evaluate them and follow up on the events
- Target Audience** Managers, supervisors, and officers involved in planning or managing events, exhibitions, and conferences, as well as managers and officers of public relations. **Target Competencies**
- Planning
 - Organizing
 - Leading
 - Analyzing and evaluating
 - Verbal communication
 - Building rapport
 - Delivering and receiving feedback

Why Attend

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Who Should Attend

Managers, supervisors, and officers involved in planning or managing events, exhibitions, and conferences, as well as managers and officers of public relations.

— Learning Objectives

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— Course Outline

DAY
1

Events and Conferences Planning

- Definition of events and conferences
- Types of events and conferences
- Aim of a conference
- Importance and concepts
- Setting smart objectives
- Preparing the event plan with detailed activities and schedules
- Selecting the venue and agreeing on the site of the event or conference

DAY
2

Organization of the Event or Conference

- Choosing human resources for the management of the event or conference
- Forming different specialized committees
- Training and motivating the teams in charge of managing the event or conference
- Importance of holding a conference
- Arrangements for accommodation
- Conference registration process
- Public relations and media

DAY
3

Promotional Activities for Events and Conferences

- Marketing the conference
- Factors attracting participants
- Promotion and advertisement of events or conferences
- Steps needed for the promotion and marketing of the event or conference
- Setting a plan for the promotion of events and conferences

DAY
4

The Financial Aspects of the Conference

- Preparing the conference budget
- Fixed expenses
- Variable expenses
- Conference revenues
- The financial committee

DAY
5

Organizing Exhibitions

- Importance of exhibitions in conferences
- Goods and services in a conference
- Promoting the exhibition
- Managing exhibitions
- Criteria for selecting exhibitors
- Contacting exhibitors
- Day 6: Follow Up and Evaluation of Conference and Events Activities
- Monitoring the event or conference activities
- Key factors in the assessment
- Benefits of follow up
- The coordination and follow-up committee
- Follow-up and evaluation

— Upcoming Classroom Dates

Schedule available on request. Contact SPARK Training for current dates, locations, and fees.

— Certificate and Registration

Participants who attend and complete the full programme receive a SPARK Training Certificate of Completion. For registration, in-house delivery, or availability questions, contact info@sparktraining.eu or +31 85 115 0004.