

Advanced Event Management in Public Relations:  
Advanced Planning and Execution Strategies

*Madrid (Spain)*

*10 - 14 August 2026*

UK Training

**PARTNER**



# Advanced Event Management in Public Relations: Advanced Planning and Execution Strategies

Code: PR28 From: 10 - 14 August 2026 City: Madrid (Spain) Fees: 4400 Pound

## Introduction

This advanced event management course is designed to build on your existing knowledge and enhance your skills in handling complex and large-scale events. Participants will learn innovative techniques and use sophisticated tools for managing crowds, handling media relations, and analyzing campaign performance. A key focus of this course is also refining public speaking skills to ensure effective communication with both the media and event attendees. Whether you are seeking an event management certification or looking to advance your career in the industry, this course will provide valuable insights and actionable strategies.

## Course Objectives

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

- Enhance strategic planning abilities for large-scale events, utilizing event management systems and project management tools.
- Master crisis management techniques for handling challenges effectively during events.
- Improve analytical skills to assess event success through performance analysis and digital tools.
- Perfect public speaking capabilities and engage effectively with the media.
- Utilize advanced digital tools for crowd management and media interaction, ensuring seamless event execution.

## Course Outlines

### Day 1: Strategic Planning for Major Events

- Implementing advanced planning techniques using project management tools for large-scale events.
- Assessing the needs of the target audience and defining strategic objectives.
- Creating precise timelines and resource allocations, ensuring smooth event flow.
- Managing teams, task distribution, and leadership in complex event environments.
- Identifying potential risks and formulating contingency plans for mitigating issues.

### Day 2: Event Scheduling and Resource Management

- Employing advanced techniques to manage event timelines and optimize team schedules.
- Leveraging digital tools to enhance scheduling and task management.
- Managing both physical and human resources effectively.
- Coordinating invitations, maintaining communication with external stakeholders, and adapting to changes.
- Monitoring progress and adapting schedules based on event developments.

### Day 3: Crowd and Entertainment Management

- Developing advanced strategies for crowd management, ensuring safety and compliance.

UK Training  
**PARTNER**



- Designing seating arrangements and security measures in line with regulations.
- Integrating entertainment into events to enhance audience engagement.
- Ensuring entertainment aligns with organizational goals and enhances the overall event message.
- Monitoring audience engagement and adjusting strategies accordingly.

#### Day 4: Crisis Management and Media Interaction

- Crafting strategies for crisis management in large events, maintaining a smooth experience.
- Communicating effectively with the media during crises, ensuring transparency and calm.
- Constructing a comprehensive media plan to guide interactions with the press and public.
- Using professional public speaking skills in high-pressure situations.
- Leveraging social media platforms to manage crises and foster positive audience engagement.

#### Day 5: Performance Analysis and Success Measurement

- Collecting and analyzing data to assess the success of events.
- Utilizing digital analytics to measure event impact and audience response.
- Compiling final reports on Key Performance Indicators KPIs and event outcomes.
- Implementing strategies to promote sustainability, minimize environmental impact, and evaluate event operations.
- Conducting a review of the course, including case studies and recommendations for improving future events.

### Why Attend This Course: Wins & Losses!

By participating in this event management course, you will:

- Gain practical insights into event project management, crowd management, and media relations for large events.
- Master crisis management techniques and develop strategies for handling emergencies in high-pressure environments.
- Enhance your public speaking and media interaction skills, crucial for effective event leadership.
- Learn to leverage advanced digital tools for improving event operations and ensuring smooth execution.
- Develop comprehensive event management strategies that drive successful outcomes through performance analysis and KPIs.
- Obtain a highly regarded event management certificate, which will elevate your credentials and career prospects in the event planning and management industry.

### Conclusion

This event management course offers invaluable knowledge and skills for event managers, aspiring to elevate their expertise in managing large and complex events. By mastering strategic planning, crisis management, crowd control, and media interaction, you will be prepared to handle even the most challenging events. Don't miss the opportunity to enhance your event management skills and gain certification that will set you apart in this competitive field.

Join now and start mastering the art of flawless event execution!

A graphic of a chessboard with several chess pieces (a king, a queen, a rook, and a pawn) in the foreground. The text 'UK Training' is in a small font above the word 'PARTNER' in a large, bold, black sans-serif font.

UK Training  
**PARTNER**



## Blackbird Training Cities

### Europe



Malaga (Spain)



Sarajevo (Bosnia and Herzegovina)



Oporto (Portugal)



Glasgow (Scotland)



Edinburgh (UK)



Oslo (Norway)



Annecy (France)



Bordeaux (France)



Copenhagen (Denmark)



Birmingham (UK)



Lyon (France)



Moscow (Russia)



Stockholm (Sweden)



Podgorica (Montenegro)



Batumi (Georgia)



Salzburg (Austria)



Florence (Italy)



London (UK)



Istanbul (Turkey)



Amsterdam



Düsseldorf (Germany)



Paris (France)



Athens (Greece)



Barcelona (Spain)



Munich (Germany)



Geneva (Switzerland)



Prague (Czech)



Vienna (Austria)



Rome (Italy)



Brussels (Belgium)



Madrid (Spain)



Berlin (Germany)



Lisbon (Portugal)



Zurich (Switzerland)



Manchester (UK)



Milan (Italy)





## Blackbird Training Cities

### USA & Canada



Los Angeles (USA)



Orlando, Florida (USA)



Online



Phoenix, Arizona (USA)



Houston, Texas (USA)



Boston, MA (USA)



Washington (USA)



Miami, Florida (USA)



New York City (USA)



Seattle, Washington (USA)



Washington DC (USA)



In House



Jersey, New Jersey (USA)



Toronto (Canada)

### ASIA



Baku (Azerbaijan)  
(Thailand)



Maldives (Maldives)



Doha (Qatar)



Manila (Philippines)



Bali (Indonesia)



Bangkok



Beijing (China)



Singapore (Singapore)



Sydney



Tokyo (Japan)



Jeddah (KSA)



Riyadh (KSA)



Melbourne (Australia)  
(Kuwait)



Phuket (Thailand)



Shanghai (China)



Dubai (UAE)



Kuala Lumpur (Malaysia)



Kuwait City



Seoul (South Korea)



Pulau Ujong (Singapore)



Irbid (Jordan)



Jakarta (Indonesia)



Amman (Jordan)



Beirut

UK Training  
**PARTNER**

## Blackbird Training Cities

### AFRICA



Kigali (Rwanda)



Cape Town ( South Africa)



Accra (Ghana)



Lagos (Nigeria)



Marrakesh (Morocco)



Nairobi (Kenya)



Zanzibar (Tanzania)



Tangier (Morocco)



Cairo (Egypt)



Sharm El-Sheikh (Egypt)



Casablanca (Morocco)



Tunis (Tunisia)



## Blackbird Training Clients

 <b>MANNAI CORPORATION</b> MANNAI Trading Company WLL, Qatar	 <b>GAC</b> UNE FILIALE D' EGA Alumina Corporation Guinea	 <b>Booking.com</b> Booking.com Netherlands	 <b>OXFAM</b> Oxfam GB International Organization, Yemen	 <b>Capital Markets Authority</b> Kuwait
 <b>Waltersmith</b> Waltersmith Petroman Oil Limited Nigeria	 <b>QNB</b> Qatar National Bank (QNB), Qatar	 <b>Qatar Foundation</b> Qatar	 <b>AFRICAN UNION ADVISORY BOARD ON CORRUPTION</b> Tanzania	 <b>KFAS</b> KFS Kuwait
 <b>Reserve Bank of Malawi</b> Malawi	 <b>Central Bank of Nigeria</b> Nigeria	 <b>Ministry of Interior Kingdom of Saudi Arabia</b> KSA	 <b>Mabruk Oil Company</b> Libya	 <b>Saudi Electricity Company</b> KSA
 <b>BPKH</b> Badan Pengelola Keuangan Haji BADAN PENGELOLA KEUANGAN Haji, Indonesia	 <b>NATO Italy</b>	 <b>ENI</b> ENI CORPORATE UNIVERSITY, Italy	 <b>GULF BANK</b> Gulf Bank Kuwait	 <b>General Organization for Social Insurance</b> KSA
 <b>Defence Space Administration</b> Nigeria	 <b>National Industries Group (Holding)</b> Kuwait	 <b>Hamad Medical Corporation</b> Qatar	 <b>USAID</b> Pakistan	 <b>STC</b> STC Solutions, KSA
 <b>North Oil Company</b> North Oil company,	 <b>EKO Electricity</b> EKO Electricity	 <b>OMAN BROADBAND</b> Oman Broadband	 <b>UNITED NATIONS</b> UN.	 <b>Authority for Electricity Regulation, Oman</b> Authority for

UK Training  
**PARTNER**



## Blackbird Training Categories

### Management & Admin

Entertainment & Leisure  
Professional Skills  
Finance, Accounting, Budgeting  
Media & Public Relations  
Project Management  
Human Resources  
Audit & Quality Assurance  
Marketing, Sales, Customer Service  
Secretary & Admin  
Supply Chain & Logistics  
Management & Leadership  
Agile and Elevation

### Technical Courses

Artificial Intelligence (AI)  
Hospital Management  
Public Sector  
Special Workshops  
Oil & Gas Engineering  
Telecom Engineering  
IT & IT Engineering  
Health & Safety  
Law and Contract Management  
Customs & Safety  
Aviation  
C-Suite Training



 International House 185 Tower Bridge  
Road London SE1 2UF United Kingdom

 +44 7401 1773 35  
+44 7480 775526

 Sales@blackbird-training.com

 www.blackbird-training.com

UK Training  
**PARTNER**

