

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

Geneva (Switzerland)

19 - 23 January 2026

UK Training

PARTNER



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

Code: PR28 From: 19 - 23 January 2026 City: Geneva (Switzerland) Fees: 4700 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 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

The logo for UK Training Partner features the text 'UK Training' in a small, black sans-serif font above the word 'PARTNER' in a large, bold, black sans-serif font. The background of the logo is a stylized chessboard with several chess pieces (a king, a queen, a rook, and a pawn) in gold and silver, set against a backdrop of concentric circles.

- Developing advanced strategies for crowd management, ensuring safety and compliance.
- 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 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 gold and silver. The text 'UK Training' is in a small, black sans-serif font, and 'PARTNER' is in a large, bold, black sans-serif font, both positioned above the chess pieces.

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)



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)
Korea)



Phuket (Thailand)



Dubai (UAE)



Kuala Lumpur (Malaysia)



Kuwait City (Kuwait)



Seoul (South)



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

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

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

