

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

Lisbon (Portugal)

24 - 28 March 2025

UK Traininig

PARTNER

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

Code: PR28 From: 24 - 28 March 2025 City: Lisbon (Portugal) Fees: 4400 Pound

Introduction:

This advanced course aims to enhance the skills acquired in event management and public relations by introducing innovative techniques and sophisticated tools for effectively managing large and complex events. Participants will explore advanced strategies for crowd management, media relations, and campaign performance analysis, while also focusing on refining public speaking skills for a more professional approach.

Course Objectives:

- Enhance strategic planning abilities for large-scale events.
- Master crisis management techniques for effective event handling.
- Improve analytical skills to assess event success.
- Perfect public speaking capabilities and engage effectively with the media.
- Utilize advanced digital tools for crowd management and media interaction.

Course Outlines:

Day 1: Strategic Planning for Major Events

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

Day 2: Event Scheduling and Resource Management

- Employing advanced techniques to manage event timelines for large-scale events.
- Leveraging digital tools to optimize scheduling for teams and tasks.
- Effectively managing both physical and human resources.
- Coordinating invitations and maintaining effective communication with external stakeholders.
- Assessing progress and adapting schedules to changing conditions.

Day 3: Crowd and Entertainment Management

- Creating advanced strategies for the safe management of large crowds.
- Designing seating arrangements that comply with security regulations.
- Integrating entertainment elements into events to reinforce the organizational message.
- Ensuring that entertainment supports overall event objectives.
- Monitoring and analyzing audience engagement throughout the event.

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 text is positioned over a background of a chessboard with several chess pieces (a king, a pawn, and a knight) in gold and silver, set against a backdrop of concentric white circles.

Day 4: Crisis Management and Media Interaction

- Developing strategies for effective crisis management during large events.
- Communicating effectively with the media in times of crisis.
- Constructing a comprehensive media plan to navigate public and media interactions.
- Utilizing professional public speaking skills in emergency situations.
- Leveraging social media to manage crises and foster positive engagement.

Day 5: Performance Analysis and Success Measurement

- Collecting and analyzing data to evaluate the success of events.
- Utilizing digital analytics to assess the event's impact on the audience.
- Compiling final reports on key performance indicators KPIs.
- Implementing strategies to promote sustainability in events and minimize environmental impact.
- Conducting a thorough course review, including case studies and recommendations for improvement.

A graphic of a chessboard with several chess pieces (a king, a queen, and a pawn) on it, set against a background of concentric circles.

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)
(Netherlands)



Podgorica (Montenegro)



Batumi (Georgia)



London (UK)



Istanbul (Turkey)



Amsterdam



Düsseldorf (Germany)



Paris (France)



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)

Africa



Baku (Azerbaijan)
(Thailand)



Maldives (Maldives)



Doha (Qatar)



Manila (Philippines)



Bali (Indonesia)



Bangkok



Beijing (China)



Singapore (Singapore)



Sydney (Australia)



Tokyo (Japan)



Jeddah (KSA)



Riyadh (KSA)



Dubai (UAE)



Kuala Lumpur (Malaysia)



Kuwait City (Kuwait)



Pulau Ujong (Singapore)



Jakarta (Indonesia)



Amman (Jordan)



Beirut (Lebanon)

UK Training
PARTNER

Blackbird Training Cities

Asia



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



UK Training
PARTNER

Blackbird Training Categories

Management & Admin

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

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

The image shows a chessboard with several chess pieces. A large gold king piece is in the foreground, with a silver pawn and a silver knight behind it. The board is set against a background of concentric circles.