MERCURY

The Art of Event & PR Management in the Next 10 Years (15370)

21 – 25 December 2026
Nairobi (Kenya)



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The Art of Event & PR Management in the Next 10 Years (15370)

Ref: 15370_1063384 **Date:** 21 – 25 December 2026 **Location:** Nairobi (Kenya) **Fees:** 5300 Euro

Introduction:

This future of public relations PR and event management course will equip individuals with the necessary skills and knowledge to excel in the dynamic PR and event management field over the next decade. With the landscape of public relations and events constantly evolving, understanding the intricacies of event management and public relations is crucial for those responsible for orchestrating impactful events.

From corporate functions to entertainment extravaganzas, this future of public relations PR and event management course offers comprehensive insights into planning, executing, and analyzing events to ensure they achieve their strategic objectives.

Throughout this future of public relations PR and event management course, we will emphasize the symbiotic relationship between PR and events, offering insights into what PR and event management are and aiding you in becoming a proficient PR and events manager capable of delivering exceptional experiences.

Targeted Groups:

- Middle and Senior Managers are tasked with directly delivering events or overseeing specialist sub-contractors.
- Senior operational managers are responsible for managing teams, including event management.
- Senior Managers up to the Board Level are responsible for strategically using events as part of the organization's PR and marketing strategy and their effective deployment.
- PR Professionals exploring the depth of public relations and event management.
- Marketing Professionals are seeking to integrate events into their marketing mix effectively.
- Individuals aiming to enhance their skill set and improve their professional profile with a specialization in public relations and event planning.

Course Objectives:

Participants in this future of public relations PR and event management course will be able to:

- Schedule and plan an event precisely, considering the diverse nature of events in the PR and events landscape.
- Familiarize themselves with various event types and understand the nuances of delivering successful events in the context of PR and events manager roles.
- Identify the most suitable venues and activities tailored to the specific requirements of their event management and public relations objectives.
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Confidently manage media presence and coverage at their events, ensuring media activities align with the broader public relations and event management strategy.

Targeted Competencies:

At the end of this future of public relations PR and event management training, the participant's competencies will:

- Digital Media Proficiency.
- Data-Driven Decision Making.
- Advanced Social Media Strategies.
- Crisis Management and Communication.
- Virtual and Hybrid Event Planning.
- Audience Analytics and Engagement.
- Integrated Marketing Communications.
- Innovative Content Creation.
- Ethical and Inclusive Communication.
- Emerging Technology Utilization.

Course Content:

Unit 1: The Role of Events in a Public Relations or Marketing Strategy:

- An in-depth look at public relations and event management.
- How can events be leveraged within a public relations strategy?
- Understanding the role of events in facilitating the PR Transfer Process and its significance in the context of events and PR.
- Evaluating the strengths and weaknesses of utilizing events as a PR and marketing communications channel.
- Learning how to apply the Six Point PR Plan to event management for coherent and effective event execution.
- The fundamentals of identifying needs and setting clear objectives for your events as part of your events and public relations initiatives.
- Analyzing the importance of the audience, selecting appropriate events to fit objectives, and managing event budgets effectively.

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Unit 2: Event Planning, the Theory, and Practice:

- Mastering scheduling for long-term event planning success.
- Grasping the importance of an event's running order.
- Effective budget control.
- Supplier management in event management and public relations.
- Critical venue consideration.
- Suitability or event management and support for the message.
- Size, type, access, and accommodation.
- Layout for different events as part of public relations and event planning.

Unit 3: Stage Management, Dining, and Entertainment. Health and Safety:

- Stage management techniques of the event management.
- Ensure an event stays true to the message and brand identity.
- Maximizing the role of dining and entertainment in reinforcing the events.
- Welcome desk set up and management.
- Sets and staging.
- Corporate identity on display.
- Food can be part of the message.
- Different types of dining are used for various events and have practical implications.
- Dining protocol, formal dinner, informal eating.
- Choosing catering suppliers in-house with the venue or external,
- Entertainment and music at your event,
- Messaging and meeting the strategic goals of public relations and event management.
- Implementing robust risk assessments to ensure event safety.
- Addressing potential risk areas and complying with health and safety regulations.

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Unit 4: Managing the Media at Your Events:

- Focusing on public relations and event management objectives when managing media coverage.
- Crafting compelling news angles and inviting media with tactful invitations and engaging press releases.
- Is it a media event, and what's in it for them?
- Generating news through an event
- Inviting the media, invitations, and press releases.
- The press office, Staffing, setting up, and running it.
- The press pack and gifts.
- Conducting interviews and briefing interviewees.
- Photography at your event.
- Involving your in-house media.

Unit 5: Invitations, VIPs & Bringing It All Together:

- Getting your audience there.
- Invitation process for different types of events.
- Invitation protocols.
- Working with VIPs.
- Invitations.
- Meet and greet.
- Follow up.
- Building an event management team.
- The event planning exercise involves all elements discussed throughout the week.