MERCURY

Events and Conferences Management for PR Professionals Training Course

30 November – 4 December 2026
Amsterdam (Netherlands)



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Ref: 15444_1079873 **Date:** 30 November – 4 December 2026 **Location:** Amsterdam (Netherlands) **Fees:** 5600 Euro

Events and Conferences Management for PR Professionals Training Course

A one-week, intermediate course for communications and corporate events staff who plan conferences, launches and stakeholder events. You learn to tie each event to communication objectives, manage speakers, budgets, venues and media, handle reputational risk, and evaluate results, and you leave with a completed Event Communication Plan.

Who It Is For

- Public relations staff who shape messages, media access and reputation around organizational events
- Corporate communications teams responsible for conferences, forums and stakeholder gatherings
- Events coordinators who manage venues, suppliers, schedules and on-site delivery
- Protocol and government relations staff who host senior guests and official delegations
- Marketing staff who use launches and exhibitions to reach target audiences

What You Will Be Able to Do

- Write event objectives, key messages and target audiences from an organizational brief
- Produce a stakeholder map and a speaker briefing pack
- Prepare an event budget with contingency lines and a supplier comparison
- Choose a venue and draft the run sheet for the event day
- Prepare a response plan, holding statement and spokesperson guidance for a risk scenario
- Compile a post-event report for senior management

Course Content

Day 1: Events as Communication Tools

- Types of Events and Conferences and Their Communication Purpose
- Linking Event Objectives to Organizational Communication Strategy
- Audience Segmentation and Key Message Design for Events
- Planning Committees, Roles and Human Resources for Event Delivery
- CIPR Code of Conduct Principles Applied to Event Decisions

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Day 2: Stakeholders, Speakers and Budgets

- Stakeholder Mapping for Guests, Sponsors and Partners
- Speaker Choice, Invitation and Briefing Process
- Protocol and Seating Plans for Senior and Official Guests
- Event Budget Structure, Cost Estimation and Contingency
- Sponsorship Proposals and Supplier Contract Checklists

Day 3: Venue, Logistics and Promotion

- Venue Criteria and Site Inspection Checklist
- Event Timeline, Critical Path and Run Sheet Design
- Registration Desk and Delegate Flow Planning
- Promotion Plan Across Owned, Earned and Social Media Channels
- Exhibition Stand and Conference Agenda Content Planning

Day 4: Media, Reputation and Crisis at Events

- Press Office Setup, Media Invitations and Press Kits
- Spokesperson Preparation and Interview Handling on Site
- Reputational Risk Assessment for High-Profile Events
- Incident Response Plans and Holding Statements
- Live Social Media Monitoring During Events

Day 5: Evaluation and Event Communication Plan Practice

- Measuring Outputs, Outtakes and Outcomes of Events
- Practice Review of Attendee Feedback and Media Coverage for a Past Event
- Practice Review of the Stakeholder Map and Budget for Your Event
- Practice Drill on an On-Site Incident with a Holding Statement
- Completing and Presenting Your Event Communication Plan