



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

19 – 23 October 2026
Amsterdam (Netherlands)



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Introduction:

This public relations PR management conference helps individuals organizing and planning events understand the pivotal role a well-executed event can play in a company's success. Conversely, a poorly organized event can have such a detrimental effect that it detracts from the organization's primary objectives by requiring attention and resources to address its shortfall.

This public relations PR management conference aims to provide a comprehensive overview of the best practices in planning, executing, and post-event analysis. The types of events covered may include benefits to the arts and design industry, entertainment events, trade shows, and other events within the hospitality, marketing, advertising, or sports sectors.

Understanding Public Relations PR Management:

Through a dedicated public relations PR management workshop, attendees will gain hands-on experience crafting PR strategies, utilizing tools, and troubleshooting common issues in PR management. This real-world approach will provide a clear definition of PR management and explore the nuances of event PR.

Discover how art PR and event PR can merge to create unique and memorable experiences that captivate an audience. This session ventures into the realm where creativity meets strategic planning, ensuring that every touchpoint resonates with the intended message.

An exploration of the benefits of attending a public relations PR management seminar, such as networking, learning industry best practices, and staying ahead of the curve in the ever-evolving PR and event management landscape.

Targeted Groups:

- Middle and Senior Managers are tasked with directly delivering events or overseeing specialist sub-contractors.
- Senior operational managers are responsible for aging 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 for their effective deployment.
- PR Professionals are looking for advanced PR manager training.
- Marketing Professionals.
- Individuals want to get a new experience to improve their profile.

Conference Objectives:

At the end of this public relations PR management conference, the participants will be able to:

- Schedule and plan an event confidently, integrating PR management solutions.
- Be familiar with a range of events they are likely to organize and understand what PR management entails for successful delivery.
- Identify the most appropriate venues and activities, utilizing various PR management tools for their events.
- Expertly manage the media at their events with confidence.

Targeted Competencies:

At the end of this public relations PR management training, the participant's competencies will be able to:

- Digital Literacy and Technological Proficiency.
- Data Analytics and Interpretation.
- Strategic Communication and Messaging.
- Social Media Management and Influencer Engagement.
- Crisis Management and Risk Assessment.
- Audience Engagement and Experience Design.
- Cross-Cultural Communication and Diversity Inclusion.
- Sustainability and Green Event Practices.
- Virtual and Hybrid Event Coordination.
- Advanced Networking and Relationship Building Skills.
- Creative Thinking and Problem-Solving Abilities.
- Project Management and Organizational Skills.
- Content Creation and Multimedia Production.
- Financial Planning and Budget Management.
- Ethical Practices and Transparency in Communication.

Conference Content:

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

- Overview of Public Relations and how events fit in.
- Events and the PR Transfer Process.
- Explore the strengths and weaknesses of events as a form of communication.
- Learn about the Six Point PR Plan and its application to event management.
- Assess your needs and understand the art of event and PR management.
- Understand the importance of clarity of purpose.
- The importance of the audience.
- Choose the event to fit the objective.
- Know the budget, staff, time, materials, and money.
- Evaluate the event's success.

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

- Scheduling - the long-term plan and understanding of PR workshop requirements.
- Event running order - the timing of an event.
- Budget control.
- Managing suppliers.
- Venue considerations.
- Understand the suitability of the event and support the message.
- Size - capacity.
- Type.
- Access.
- Accommodation.
- Know the layout for different events, such as seating, etc.

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

- Stage management" of the event.
- Ensuring the event is on message and on-brand.
- Learn what a welcome desk is - 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.
- Dine protocol - formal dinner, informal eating.
- Choosing catering suppliers - in-house with the venue or external
- Learn about entertainment and music at your event.
- Staying safe - Risk assessment and events.
- Address risk areas at events.

Unit 4: Managing the Media at Your Events:

- Keep your objectives in mind.
- Is it a media event - what's in it for them?
- Generate news through an event.
- Invite the media - invitations and press releases.
- Learn the press office and how to staff, set up, and run it.
- The press pack and gifts.
- Conduct interviews and brief interviewees.
- Photography at your event.
- Involve your in-house media.

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

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