

aractech

Global Learning for Operational Leaders



PUBLIC RELATIONS

Certificate in Events Management

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Course content

Why Attend

The course uses interactive techniques such as team exercises, case studies, individual exercises, role plays (rehearsed and impromptu), videos, and group feedback.

Course Methodology

- The course uses interactive techniques such as team exercises, case studies, individual exercises, role plays (rehearsed and impromptu), videos, and group feedback.

Course Objectives

- Explain the fundamental principles underlying event management
- Develop an event execution plan using a systematic step-by-step process
- Assess best practices for managing events logistics
- Implement diverse methodologies to assess the effectiveness of an event
- Suggest improvement that moves an event from good to great

Target Audience

- This course is designed for professionals involved in public relations, event management, business etiquette and protocol activities.
- Target Competencies
- Assessing risks
- Actively listening to stakeholder needs

Course outline

Detailed course outline

Module-by-module outline for Certificate in Events Management.

Module 1 - Foundations of Event Management

- Definition of 'event'
- Reasons for organizing events
- Types of events
- Importance of events
- Definition of an event theme
- Steps to create and theme an event

Module 2 - Steps in the Event Planning Process

- Deciding the vision and theme of an event
- Conducting a SWOT analysis
- Setting goals and objectives
- Determining the event's feasibility
- Choosing an appropriate organizational structure
- Creating a plan

Course outline

Detailed course outline

Module-by-module outline for Certificate in Events Management.

Module 3 - Managing Event Logistics

- HR management for events
- Choosing an ideal venue
- Marketing and promoting your event
- Elements of event promotion and marketing
- Ticketing
- Signage

Module 4 - Event Assessment and Evaluation

- Differences between assessment and evaluation
- Six key stages in event evaluation
- Various methods of event evaluation
- Gantt charts for managing task schedules
- The ROI evaluation
- Measuring social media engagement

Course outline

Detailed course outline

Module-by-module outline for Certificate in Events Management.

Module 5 - Organizing Great Events

- Needed steps for organizing influential events
- Plan and execute an effective campaign
- Use an efficient communication system
- Use the event website wisely
- Use technology wisely
- Execute a sound logistics system

Seminar dates

Available seminar dates

Live dates and pricing for Certificate in Events Management generated from the course details page.

Date	Location	Format	Fee
15 - 19 June 2026	Barcelona	Classroom	€2,695
20 - 24 July 2026	London	Classroom	€2,940
3 - 7 August 2026	Rome	Classroom	€2,975
7 - 11 September 2026	Munich	Classroom	€2,415
12 - 16 October 2026	Amsterdam	Classroom	€2,975
9 - 13 November 2026	London	Classroom	€2,940
14 - 18 December 2026	Istanbul	Classroom	€1,995

Live online option

Online delivery is available at €1,250.