

aractech

Global Learning for Operational Leaders

PUBLIC RELATIONS | PR-006

CIPR Recognized Events and Conferences Management

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Course content

Why Attend

The course is designed to be interactive and participatory and includes various learning tools to enable the participants to operate effectively and efficiently in a multifunctional environment. The course is based on four learning pillars: concept learning (lectures and presentations), role-playing (group exercises), experience sharing (roundtable discussions), and exposure to real-world problems and policy choices confronting delegates.

Course Methodology

• The course is designed to be interactive and participatory and includes various learning tools to enable the participants to operate effectively and efficiently in a multifunctional environment. The course is based on four learning pillars: concept learning (lectures and presentations), role-playing (group exercises), experience sharing (roundtable discussions), and exposure to real-world problems and policy choices confronting delegates.

Course Objectives

- Identify the types of events and conferences to execute a more effective plan
- Organize, assess, and motivate various committees involved in managing events and conferences
- Promote their events and conferences by planning and setting a step-by-step promotional plan
- Prepare and control the financial aspects of a conference
- Plan and organize different kinds of exhibitions
- Examine all activities to evaluate them and follow up on the events

Target Audience

- Managers, supervisors, and officers involved in planning or managing events, exhibitions, and conferences, as well as managers and officers of public relations.
- Target Competencies
- Planning
- Organizing

Course outline

Detailed course outline

Module-by-module outline for CIPR Recognized Events and Conferences Management.

Module 1 - Events and Conferences Planning

- Definition of events and conferences
- Types of events and conferences
- Aim of a conference
- Importance and concepts
- Setting smart objectives
- Preparing the event plan with detailed activities and schedules

Module 2 - Organization of the Event or Conference

- Choosing human resources for the management of the event or conference
- Forming different specialized committees
- Training and motivating the teams in charge of managing the event or conference
- Importance of holding a conference
- Arrangements for accommodation
- Conference registration process

Module 3 - Promotional Activities for Events and Conferences

- Marketing the conference
- Factors attracting participants
- Promotion and advertisement of events or conferences
- Steps needed for the promotion and marketing of the event or conference
- Setting a plan for the promotion of events and conferences

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Module 4 - The Financial Aspects of the Conference

- Preparing the conference budget
- Fixed expenses
- Variable expenses
- Conference revenues
- The financial committee

Module 5 - Organizing Exhibitions

- Importance of exhibitions in conferences
- Goods and services in a conference
- Promoting the exhibition
- Managing exhibitions
- Criteria for selecting exhibitors
- Contacting exhibitors

Seminar dates

Available seminar dates

Live dates and pricing for CIPR Recognized Events and Conferences Management generated from the course details page.

Date	Location	Format	Fee
18 - 22 May 2026	Rome	Classroom	€2,975
22 - 26 June 2026	Kuala Lumpur	Classroom	€1,575
13 - 17 July 2026	Barcelona	Classroom	€2,695
17 - 21 August 2026	London	Classroom	€2,940
21 - 25 September 2026	Munich	Classroom	€2,415
19 - 23 October 2026	Amsterdam	Classroom	€2,975
2 - 6 November 2026	London	Classroom	€2,940

Live online option

Online delivery is available at €1,250.