PR & Media · PR127

ILM Endorsed Event Management Specialist

Dubai · 20 - 24 Dec 2026

Date	Venue	Duration
20 - 24 Dec 2026	**Dubai**	**1 Week**
Fee	Ref	Language
£3,650 GBP	**PR127**	**English**

Introduction

This Event Management Specialist training course may be required for anyone interested in incorporating events into their public relations and marketing efforts. Events provide business people with the most powerful opportunities to influence their colleagues, clients, and investors through face-to-face communication. The well-organised events reflect on any company's reputation and standing.

This training course provides a thorough grounding in event management fundamentals, allowing attendees to organise their own events or more closely manage contractors who organise events for them.

Key highlights of this training course are:

- How could events improve your PR and marketing strategy?
- Scheduling techniques to plan and deliver an occasion
- Practical hints and recommendations on venue choice, stage management, and differing types of dining
- Managing the media at your events to multiply outcomes
- Advice on taking care of guests and protocol for VIPs

Course Objectives of ILM Endorsed Event Management Specialist

At the top of this training seminar, delegates will have an understanding of the appliance of events as a part of their PR or marketing strategy:

- Participants are going to be ready to schedule and plan an occasion.
- Participants will be conversant in various events they are likely to interact With. Therefore, requirements for successful delivery.
- Delegates will be ready to identify the foremost appropriate venues and activities for events.
- Delegates will be ready to manage the media at their events confidently.
- Delegates will be ready to troubleshoot event plans to spot potential problems before they

emerge.

Course Methodology of ILM Endorsed Event Management Specialist

The Event Management Specialist training going to be delivered through a mixture of presentations, group discussions, and group exercises. Delegates can be encouraged to ask questions because the training seminar progresses relevant to their backgrounds and company requirements.

This training course will culminate during a group exercise during which delegates will have a chance to use what would be discussed over the previous five days.

Organisational Impact of ILM Endorsed Event Management Specialist

- The greater value of money from events
- More focused events as a part of their PR or marketing strategy will build and maintain their reputation
- More memorable events aimed toward the proper people
- An in-house resource capable of organising events directly
- Staff better informed to supply project oversight of event management suppliers
- Staff capable of ensuring tight budgetary and scheduling control over events

Personal Impact of ILM Endorsed Event Management Specialist

- Increased confidence to tackle event management or oversight of event management suppliers
- A strong theoretical basis upon which to form decisions about the simplest type and format of the event to use
- A Greater understanding of the processes involved in event management
- An understanding of the most elements of event organisation
- More focused activity aided by simple checklists and manuals
- Better time management facilitates the chance for greater creativity

Target Audience of ILM Endorsed Event Management Specialist

This Event Management Specialist training course has relevancy to anyone likely to possess responsibility for the delivery of events for his or her organisation but new the concepts and practicalities of this facet of corporate communications.

- Middle and senior managers tasked with the direct delivery of events or oversight of specialist sub-contractors
- Senior operational managers with responsibility for managing teams whose role includes event management
- Senior managers up to the Board level with responsibility for the strategic use of events as a part of the organisation’s PR and marketing strategy and their effective deployment

Course Outlines of ILM Endorsed Event Management Specialist

DAY 1

The Role of Events during a PR or Marketing Strategy

- An Overview of PR and the way Events slot in
- The PR Transfer Process and therefore the Six Point PR Plan
- Assessing your needs
- Choosing the Event to suit the target and Audience
- A Review of the various sorts of Events available
- Writing a Successful Event Proposal

DAY 2

Event Planning, the idea, and Practice

- Scheduling - the long-term plan
- Event Running Order - the timing of an occasion
- Budget - staff, time, materials money
- Choosing the simplest Venue for your purpose
- Accommodation
- Layout for various Events - Seating, etc.

DAY 3

Stage Management, Dining, and Entertainment, Health and Safety

- “Stage Management” of the Event
- Ensuring the Event is On-Message and On-Brand
- Welcome Desk - found out and Management
- Sets, Staging, and company Identity
- Catering, Entertainment, and Music at your Event
- Staying Safe - Risk Assessment and Events

DAY 4

Managing the Media at Your Events

- Generating News through an occasion
- Inviting the Media - invitations and press releases
- The Press Office, Press Pack, and Gifts
- Conducting Interviews and Briefing Interviewees
- Creating an enduring Record - Filming and Photography
- Involving your In-house Media

DAY 5

Invitations, VIPs, and Bringing it all at once

- Invitation Process for various, and Protocols
- Working with VIPs
- Meet and Greet
- Hosting and Farewell
- Follow-up
- Building an occasion Management Team

Register or ask about this course online

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