PR & Media · PR123

Strategic Event Management

London · 7 - 11 Dec 2026

Date	Venue	Duration
7 - 11 Dec 2026	**London**	**1 Week**
Fee	Ref	Language
£5,000 GBP	**PR123**	**English**

Introduction

This Strategic Event Management training course will take your events program to the next level by strengthening your brand and reputation in line with corporate goals. Getting the right mix of events with the right design values and messaging to the right people is critical. But what are the "right" choices?
It is critical for brand visibility and positioning to be properly positioned at key industry conferences and exhibitions. Courting the right people at your social events increases your influence, and every event must be planned and organized. Failure to pay attention to a critical detail may result in your event being talked about for all the wrong reasons, causing damage to your brand and reputation.

This training course will highlight:

- Selecting the proper events for your purpose spreading risk across many events, in order that success won’t depend upon one event alone
- The cumulative building of key messages and brand values with key stakeholders
- Master planning, hosting, and following-up sort of a world-class professional
- Building capability, a trusted suppliers list, and infrastructure across events
- The skills of the right host and media spokesperson

Course Objectives of Strategic Event Management

At the top of this training course, delegates are going to be able to:

- Plan a program of events to support and deliver the company strategy
- Select from a variety of events and skills to deliver each type
- Schedule and plan each event within budget and deadlines
- Identify the foremost appropriate venues and activities for your events
- Manage VIPs and therefore the media confidently
- Troubleshoot plans to unravel potential problems before they emerge

Course Methodology of Strategic Event Management

This training is going to be delivered through a mixture of presentations, conferences, and group

exercises. Delegates are going to be encouraged to ask questions because the training progresses relevant to their own backgrounds and company requirements.
This training course will culminate during a group exercise during which delegates will have a chance to use what has been discussed over the training days.

Organizational Impact of Strategic Event Management

- Greater value from the entire range of events
- More focused events to create and maintain a reputation
- More memorable events aimed toward the proper people
- An in-house resource capable of organizing events directly or outsourcing wisely
- Staff better informed to supply project oversight of event suppliers
- Staff capable of ensuring tight budgetary and scheduling control over events

Personal Impact of Strategic Event Management

- Increased confidence to tackle event planning/management across a program
- A method to form decisions about the simplest type and format of the event to use
- Greater understanding of the processes involved in event management
- An understanding of most elements of event organization
- More focused activity aided by thorough checklists and manuals
- Better time management facilitating the chance for greater creativity

Target Audience of Strategic Event Management

This training course has relevance to anyone likely to possess responsibility for the delivery of events for the organization but is new to the concepts and practicalities of this facet of communications.

- Staff tasked with event delivery
- 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 organization’s PR and marketing strategy and their effective deployment

Course Outlines of Strategic Event Management

DAY 1

The Role of Events in your Corporate Strategy

- Analyzing your Corporate Strategy and Plans to develop an occasional Strategy
- Assessing your Needs
- The Importance of Clarity of Purpose and Audience Needs Analysis
- Choosing the proper Events to suit the Objectives
- Budget - Staff, Time, Materials Money
- Creating an occasion Management Plan
- Venue Choice and Suitability Assessment

DAY 2

Event Planning: the idea and Practice

- The Importance of Messaging
- Developing your Corporate Story
- Brand and its Expression in your Event Concept
- Consistent Messaging and Tone across Events
- Sponsorship and Long-term Partnership / Alliances
- Event Promotion and Marketing

DAY 3

Event Management

- Scheduling - The Long-term Plan
- Building up your Palette of kit, Staging, and Brand Collateral
- Contracting and Managing a Suppliers List to Deliver your Plan
- Flawless and Consistent Contracting that omits No detail
- Managing Suppliers on Site
- Entertainers, Speakers, and Hosts – Selection, Briefing, and Support
- Exhibitions and Displays

DAY 4

Invitations, VIPs, and Hospitality

- Developing your Social Engagement List of VIP Stakeholders
- Briefing your Team and Senior Managers, Speakers, and Honorees
- Working with VIPs, their Diaries, and Social Teams
- Hosting, Greeting, Farewell and Follow-up
- Creating Mementoes and Publicity Collateral
- Planning for each Contingency
- Staying Safe - Risk Assessment and Events

DAY 5

Bringing it all at once

- Managing the Media across your Program - Press Releases, Packs, and Gifts
- Conducting Interviews and Briefing Interviewees to create Messages
- Photography and Videography as a Cumulative Record – Developing ‘B’ Roll
- Social Media and Remote Event Additions to reinforce Coverage
- Evaluating Each Event’s Success

Register or ask about this course online

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