PR & Media · PR196

ILM Endorsed Event Management and Effective Media Relations

Madrid · 23 Nov 2026 - 4 Dec 2026

Date	Venue	Duration
23 Nov 2026 - 4 Dec 2026	**Madrid**	**2 Weeks**
Fee	Ref	Language
£8,000 GBP	**PR196**	**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 and Effective Media Relations

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 will consist of a combination of presentations, group discussions, and group exercises. Delegates can be encouraged to ask questions as the training seminar progresses and becomes more relevant to their backgrounds and company needs.

This training course will conclude with a group exercise in which delegates will be able to apply what they have learned over the previous five days.

Organisational Impact of ILM Endorsed Event Management Specialist and Effective Media Relations

- 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 and Effective Media Relations

- 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 and Effective Media Relations

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 to 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 and Effective Media Relations

ILM Endorsed Event Management

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

Day 6

Public Relations and Communication

- Public Relations and its main function.
- Planning and implementing campaigns.
- Theories of communication.
- The nature of mass communication.
- Spreading the Corporate message.

Day 7

Differences between marketing and public relations

- The major differences between advertisement, and public relations.
- How to build integrated publicity models.
- Facilitating PR tools and practices in marketing.

Day 8

Media and Public Relations

- What is media? Different types of media.
- The history and nature of propaganda.
- The ethical standards of global media.
- The relation between public relations and diversified media outlets.
- Creating media lists.

Day 9

Audience and public opinion

- Determining the key audience of an organisation.
- Prioritising and customising messages for each targeted audience.
- Choosing the ideal media outlet for each of the targeted audiences.
- Measuring public opinion surrounding an issue.
- Issue Management and how to modify public opinion.

Day 10

The essential practices of a PR representative when handling media

- Creating newsworthy stories through events.
- Handling media in times of crisis.
- The key components of a press release.
- The art of writing a press release.
- Press conference preparations.
- The art of public speaking.

Case studies, practising a press release, practising public speaking, and success stories of a real PR campaign.

Register or ask about this course online

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