



Corporate Public Relations In Event Management Planning To Execution

13 - 17 Dec 2026
Cape town



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Ref.: 36189_71870 **Date:** 13 - 17 Dec 2026 **Location:** Cape town **Fees:** 6000 **Euro**

The Art of Event Management

Overview:

In this unique event management course, participants will master the art of managing events from the planning stage to flawless execution. As the foremost course in event management, 'The Art of Event Management' is designed to instill essential event management skills and develop the proficiency required to manage both small and large-scale events. Our comprehensive syllabus includes a combination of crowd management training, the art of public speaking, and public relations courses. Whether you are a beginner or an experienced professional, this course will upgrade your skills, enhance your public relations campaigns, and equip you with the knowledge necessary for effective crowd management. You will also learn about corporate public relations and how to handle public relationship course, making you a more versatile event manager.

Target Audience:

- Event Managers
- Event Coordinators
- PR Executives
- Marketing Managers
- Project Managers for Event Planners
- Any employee looking to improve their event management skills
- Individuals aiming to enhance their public speaking skills
- Professionals planning to launch public relations campaigns

Targeted Organizational Departments:

- Event Management
- Marketing
- Public Relations
- Corporate Communications
- Human Resources



Targeted Industries:

- Hospitality
- Corporate Events
- Entertainment
- Non-profit Organizations
- Sports Management

Course Offerings:

Participants will gain:

- Expertise in planning and executing events of all sizes
- Mastery of crowd management techniques
- Proficiency in the art of public speaking
- Knowledge of running successful public relations campaigns
- Understanding of corporate public relations dynamics

Course Toolbox:

Participants will be provided:

- Event Planning Templates
- Checklists for Crowd Management
- Public Speaking Workbooks
- Guidelines for Public Relations Campaigns
- Resources for understanding Corporate Public Relations

Training Methodology:

Our approach is focused on interactive learning, which includes case studies, group work, and feedback sessions. Participants will have the opportunity to learn from real-life scenarios in the event management courses and get hands-on practice in managing crowds. In our public speaking courses, participants will engage in public speaking skill training through simulated sessions. Moreover, our course public relations includes modules on public relation campaigns and corporate public relations, offering practical insights into the dynamics of public relations and corporate communications.

Course Agenda:



Day 1: Introduction to Event Management & Planning

- Topic 1: Overview of Event Management Course
- Topic 2: Understanding Event Planning & Protocols
- Topic 3: Basics of Budgeting for Events
- Reflection & Review: Recap of the day's learnings and reviewing key event management skills

Day 2: Event Scheduling and Invitations Management

- Topic 1: Mastering Event Scheduling and Timelines
- Topic 2: Protocols and Best Practices for Invitations
- Reflection & Review: Key takeaways from scheduling and invitation management lessons

Day 3: Entertainment and Venue Arrangements

- Topic 1: Sourcing and Managing Entertainment for Events
- Topic 2: Seats Arrangements and Venue Layout Planning
- Reflection & Review: Recap of best practices in entertainment and venue management

Day 4: Crowd Management and Dining Arrangements

- Topic 1: Advanced Crowd Management Training Course
- Topic 2: Planning and Executing Dining Arrangements
- Reflection & Review: Review of crowd management training and dining planning insights

Day 5: Public Speaking, Corporate Relations & Consolidation

- Topic 1: Mastering the Art of Public Speaking
- Topic 2: Understanding Corporate Public Relations in Event Management
- Topic 3: Crafting Effective Public Relation Campaigns
- Topic 4: Integrating Event Management, Public Speaking, and PR Skills
- Reflection & Review: Comprehensive review and feedback session

How This Course is Different from Other Event Management Courses:

'The Art of Event Management From Planning to Execution' is unique in its comprehensive approach, integrating aspects of crowd management training, public speaking skill training, and public relations courses. Unlike other event management courses, our course provides a 360-degree view of the event planning and execution process, equipping participants with the skills to handle any challenges that may arise. This course stands out with its focus on corporate public relations and public relation campaigns, areas often overlooked in traditional event management courses.



Training Course Categories

Agile PM and Project Management Training Courses

Communication and Public Relations Training Courses

Environment & Sustainability Training Courses

Governance, Risk and Compliance Training Courses

IT Security Training & IT Training Courses

Legal Training, Procurement and Contracting Courses

Marketing, Customer Relations, and Sales Courses

Personal & Self-Development Training Courses

Secretarial and Administration Training Courses

Certified Courses By International Bodies

Data Analytics Training and Data Science Courses

Finance and Accounting Training Courses

Human Resources Training and Development Courses

Leadership and Management Training Courses

Maintenance Training and Engineering Training Courses

Occupational Health, Safety and Security Training Courses

Quality and Operations Management Training Courses



Training Cities

Accra Ghana	Al Jubail Saudi Arabia	Amman Jordan
Amsterdam Netherlands	Athens Greece	Baku Azerbaijan
Bangkok Thailand	Barcelona Spain	Berlin Germany
Cairo Egypt	Cape town South Africa	Casablanca Morocco
Chicago USA	Doha Qatar	Dubai UAE
Frankfurt Germany	Geneva Switzerland	Istanbul Turkey
Jakarta Indonesia	Johannesburg South Africa	Kuala Lumpur Malaysia
Kuwait Kuwait	Langkawi Malaysia	Lisbon Portugal
London UK	Madrid Spain	Manama Bahrain
Marbella Spain	Milan Italy	Montreux Switzerland
Munich Germany	Muscat Oman	Nairobi Kenya
New York USA	Paris France	Phuket Thailand
Porto Portugal	Prague Czech Republic	Riyadh Saudi Arabia



Training Cities

Rome

Italy

San Diego

USA

Seoul

South Korea

Sharm El-Sheikh

Egypt

Singapore

Singapore

Tashkent

Uzbekistan

Tbilisi

Georgia

Tokyo

Japan

Toronto

Canada

Trabzon

Turkey

Vienna

Austria

Zanzibar

Tanzania

Zoom

Online Training