



## PR, MEDIA AND MARKETING

### **PR24** Event Planning

This engaging practical programme is designed to provide participants with the tools and skills to plan and deliver high quality events. Delegates will also understand the practicalities and challenges of delivering high-impact events.

### Course Information

**Duration:** 5 days

**London (£4950):** 14th July 2025, 8th September 2025, 27th October 2025, 15th December 2025, 23rd February 2026, 18th May 2026, 13th July 2026, 21st September 2026, 2nd November 2026, 14th December 2026

**Companies nominating 3 or more delegates to attend the same programme will enjoy a special discount on the course fees.**

Upon completion of one of our CPD certified courses, delegates will be awarded both an LMC certificate and a CPD certificate. No examination required.

### Who is the course suitable for?

This innovative and practical programme has been designed for anyone wanting to develop their event management skills, including, Marketing, Public Relations and Communications teams.

### Course profile

#### The foundations of event organisation

- Understanding the event brief and the objectives of the event

- Identifying critical factors to the event organisation – Who? Why? When? Where?
- Selecting and securing the key speakers, guests, exhibits and performers
- Using creativity to elevate your event
- Identifying your events team

## **Planning and organising the event**

- Principles of project management
- Effective use of tools and techniques for project management
- Planning your itinerary and an activity schedule
- Selecting the best venue, layouts and creating the right appearance
- Planning event protocol requirements
- Choosing the guest list
- Cultural awareness and avoiding cross cultural pitfalls

## **Working with suppliers & third parties**

- Identifying and planning your supplier requirements
- Which suppliers will you choose to engage with?
- Communicating effectively with suppliers and preparing event briefs
- Using assertiveness and effective negotiation techniques
- Planning and co-ordinating with suppliers, caterers and speakers

## **Managing event risk**

- Applying the principles of Risk Management to event planning
- Assessing event risk
- Co-ordinating adequate event security, Health & Safety and securing the required permits
- Creating a contingency plan to mitigate risk

## **Managing the event**

- Stage managing the event
- Co-ordinating event teams
- Protocol – dealing with diplomatic formality, precedence and etiquette
- Managing media at the event

# **Competencies**

## **At the end of the course delegates will be able to:**

- Successfully project manage your event
- Deliver effective events to meet and exceed your brief.
- Plan and organise memorable events
- Be prepared for all eventualities

- Obtain the desired results from 3<sup>rd</sup> parties
- Manage the risks associated with running an event
- Understand protocol and working with high-profile guests and speakers

## Course Booking

Call us: +44 (0) 207 724 6007

Email us: [training@lmcuk.com](mailto:training@lmcuk.com)

[www.lmcuk.com](http://www.lmcuk.com)

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