



PRACTICAL EVENT MANAGEMENT

A one-day course covering core skills around the strategy, design, planning and delivery of successful events

INDEPENDENTLY ACCREDITED BY



advancing learning, changing lives

Fee:	AED 2,750
Duration:	One day
Timing:	0900-1700
Dates (2012):	Wednesday 25 January Monday 13 February Wednesday 28 March Monday 16 April Wednesday 23 May Monday 25 June Wednesday 18 July Monday 17 September Wednesday 17 October Monday 10 December

COURSE OUTLINE

Manage the delivery of professional events

This course covers the strategy, design, planning and delivery of smooth and professional events, from the essentials of preparation to the realities of delivery and troubleshooting under pressure. You will learn hands-on skills and tricks of the trade from veteran event managers, based on a how-to approach and practical checklists.

Who should attend

Core-level courses are designed at a level to help you analyse core concepts and execute universal skills.


This course is ideal for professionals from all kinds of organisations who need to organise smooth and professional events to achieve positive publicity.

Outcomes

You will gain the skills and knowledge to consistently organise professional and slick media and non-media events.

After this course you will be able to:

- Create a strong concept and strategy for an event
- Choose the most appropriate format, scale, venue and identity for an event
- Design an engaging programme of content for your event
- Plan and prepare all aspects of event logistics



“Good interaction with the trainer and practical exercises.”

*Vittorio Commarate,
World Health
Organization (WHO)*

register online at www.pinnaclepr.net

ABOUT THIS COURSE

Course format

Expect a detailed grounding in media and non-media event management techniques from Pinnacle's seasoned event organisers and managers. Participants receive a thorough training manual to help them run smooth and successful events.

This course comprises four modules each covering a set of key concepts and skills. Within each module, best practice and key concepts are covered off in a concise briefing, followed by a range of stimulating learning activities like team workshops, group discussions, topical case studies and role-play exercises.

Modules:

1. Event concept
2. Event design
3. Event planning and preparation
4. On the day: event delivery

Advanced Professional Qualification Credit

This course is a module of the Edexcel Advanced Professional Qualifications in Public Relations and Communications, the only independently accredited postgraduate vocational qualifications for PR professionals. You can use it to build course credit towards a globally recognised Advanced Professional Award, Certificate or Diploma, which in turn can provide credit for a Master's degree.



*"Good small group."
Dannyella Glasgow,
Kids Company*

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MORNING SESSION

Module 1: Event concepts

This module covers laying the strategic foundations of a successful event by selecting a strong format and concept for your PR event.

- Creating a strategic event concept.
- The PR events toolbox: 25 types of PR event.
- Media and non-media events.

Module 2: Event design

This module is a how-to guide to essential ingredients and processes used to design events, based on practical checklists and best practice systems.

- Key components of event design.
- Building a programme of content.
- Selecting the right venue.
- Planning and managing room layouts.
- Commissioning staging and signage.
- Preparing collateral and branded materials.



“I liked the workshops most, it was very interactive. Everyone participated in the discussions.”
Pricella Pinsden,
Bengnet State University

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AFTERNOON SESSION

Module 3: Event planning and preparation

This module explores best-practice approaches to practical event planning through a hands-on approach to tools and tactics.

- Mapping out a timeline and critical path.
- Organising back-office systems.
- Planning for publicity and media.
- Sending invitations.
- Preparing, printing and compiling delegate packs.
- Planning event logistics.

Module 4: Making it shine on the day: Practical event execution

This module covers the realities of managing a major event, with insider tips on ensuring smooth delivery and handling unexpected mishaps.

- Preparing and working with a running schedule.
- Last-minute checks.
- Speaker management.
- Delegate management.
- Managing the online space.
- Handling the media at events.



*“Interaction,
information,
clarity.”
Caroline Brookes,
Treehouse*

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COURSE FORMAT

Practical

This course is heavy on reality and light on theory. Your trainer will introduce the concepts clearly, then focus on real-world skills that connect the big picture to your job. Courses are updated regularly and trainers are active in the industry so your knowledge will be fresh and relevant.

Active

Training consists of concise briefings on best practice, backed up by interactive learning activities like workshops, role-plays, case study analysis, coaching, brainstorms and structured group discussions. You will not sit passively through long lectures.

Stimulating

This course is interesting, intellectually stimulating and delivered in a relaxed and professional style.

Inspiring

All Pinnacle trainers are hands-on communication professionals with at least 15 years of experience. We don't employ academic teachers – we insist on good-humoured enthusiasts who will inspire your creativity.

Individual

This course is delivered in an executive boardroom format, not classroom-style, and in a group no larger than eight people. You will get personal attention for the issues that matter to you. It's also a great chance to network and share experience.

“The trainer was excellent and engaging.”

Elisa Lewis, The Arts Council Of Wales

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TRAINER PROFILES

The following senior professionals from the Pinnacle Accredited Trainer Programme regularly lead this course.

Philippa Barton



Philippa is a senior events management specialist with more than a 12 years' experience, including eight years at Goldman Sachs. She has managed \$20 million event budgets, directed large teams, and handled high-profile speakers including royalty and top politicians.

Philippa Taylor



Philippa is a senior PR professional with more than two decades of experience. Before joining Pinnacle in 2007 she worked for top London PR agencies such as Good Relations and Ketchum. Philippa's experience spans all major PR disciplines and industry sectors.

Zena Martin



Zena is an international marketing communications expert with more than 20 years' of experience in U.S., Europe and Middle East. As a senior director with Hill & Knowlton in London and Managing Director of two PR agencies in the UK, she has managed multinational campaigns across all PR disciplines.



*"I liked the interactive nature of the training and the professionalism of the trainers."
SG Shehu
Nigerian Air Force*

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QUALITY ASSURANCE



www.pinnaclepr.net

About Pinnacle

Pinnacle is the world's largest specialist communications and PR training company. We have headquarters in London and training centres in Dubai, Brussels and Bahrain. We train communicators at all levels, from press officers to prime ministers.

As well as public courses, we provide private and customised programmes including media interview training, presentation training, and multi-year multi-competency postgraduate programmes.



www.edexcel.com

Accredited by Edexcel

Edexcel is the world's largest provider of accredited qualifications and one of the UK's largest examination boards. It is owned by Pearson, the world's largest education company. Edexcel awards two million qualifications every year around the world and has 5,500 education partners in 110 countries.

Pinnacle is an accredited Edexcel Centre (#90817). Edexcel has audited Pinnacle's systems for the design, delivery and management of training and inspects us regularly to assure quality control of all aspects of training and assessment.



www.the-bac.org

The British Accreditation Council

Pinnacle is also accredited by the British Accreditation Council, a UK Government-mandated training standards body. The BAC conducts annual quality assurance inspections and audits.

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BOOKING INFORMATION

Four ways to book your course

Book online at:	www.pinnaclepr.net
Email your details to:	dubai@pinnaclepr.net
Call our booking team on:	+971 4446 4824
Fax a booking form to:	+971 4429 8634

register online at www.pinnaclepr.net

TRAINING LOCATION

Radisson Blu Hotel, Dubai Media City



The Radisson Blu Hotel, Dubai Media City is located in the heart of Dubai Media City and Dubai Internet City - home to many leading international companies and close to Knowledge Village, making it an ideal destination for business and leisure travellers alike. Its close proximity to pristine beaches and popular tourist attractions such as Dubai Marina, The Walk and the city's vibrant shopping areas including Mall of the Emirates makes this hotel the perfect destination to relax and get a taste of exciting Dubai.

NOTE: occasionally due to availability it may be necessary to change the training venue.

Venue contact details:

Radisson Blu Hotel, PO Box 211723, Dubai Media City, Dubai, United Arab Emirates

Tel: +971-4-366-9111



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BOOKING FORM

First name(s)	<input type="text"/>
Last Name	<input type="text"/>
Job title	<input type="text"/>
Company or organisation	<input type="text"/>
Postal address	<input type="text"/>
Contact telephone	<input type="text"/>
Contact email	<input type="text"/>
Course Name	<input type="text"/>
Course start date	<input type="text"/>
Fax this form to +971 44298634 or scan and email to dubai@pinnaclepr.net	

register online at www.pinnaclepr.net



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