Intellectual Property Rights and Event Marketing Campaign Strategy Training Course



02 - 06 Nov 2026

Lisbon

4500 € (Per Person)

Ref: #MAR9569_182407

Course Introduction / Overview:

Navigating the legal framework of intellectual property rights while executing dynamic visual and audiovisual marketing campaigns requires an authoritative understanding of both global copyright law and practical event promotion. The Intellectual Property Rights and Event Marketing Campaign Strategy Training Course provides comprehensive coverage of trademark protections, copyright licensing, brand asset management, and digital content distribution across social media platforms. Participants will analyze real-world case studies involving corporate event activations, digital broads, and interactive live streams to safeguard organizational brand equity. The course draws foundational principles from the landmark textbook Event Planning and Management by Ruth Dowson, which explores strategic governance, promotional compliance, and risk mitigation across complex public events. Throughout this five-day intensive program, professionals examine how to manage user-generated content, register promotional visual collateral, structure broadcast agreements, and implement anti-infringement protocols in cross-channel communication. Designed to bridge the gap between creative marketing execution and legal governance, this program delivers hands-on practical frameworks for managing brand safety during major media activations. Participants studying at BIG BEN Training Center will master the tactical and operational elements necessary to defend digital assets, structure joint-venture event promotions, and ensure full regulatory alignment across print, audiovisual, and social media streams.

Target Audience / This training course is suitable for:

- Corporate Marketing Directors and Brand Managers.
- Intellectual Property Officers and Legal Counsel.
- Public Relations Specialists and Media Directors.
- Event Operations Managers and Campaign Coordinators.
- Social Media Content Managers and Digital Strategists.
- Communications Executives and Corporate Affairs Officers.

Target Sectors and Industries:

- Media, Entertainment, and Digital Publishing Industries.
- Corporate Event Management and Experiential Marketing Agencies.
- Government Agencies and Public Sector Communications Divisions.
- Telecommunications and Digital Content Platforms.
- Fast-Moving Consumer Goods and Retail Enterprises.
- Financial Services and Corporate Brand Management Sectors.

Target Organizations Departments:

- Legal Affairs and Intellectual Property Compliance Departments.
- Marketing and Communications Departments.
- Event Operations and Public Relations Units.
- Social Media and Digital Strategy Divisions.
- Brand Governance and Corporate Communications Offices.

Course Offerings:

By the end of this course, the participants will have able to:

- Identify visual and audiovisual assets protected under international copyright law.
- Structure legal frameworks for live event promotions and social media campaigns.
- Mitigate copyright infringement risks in public corporate communications.
- Develop clear social media policy guidelines for internal creative teams.
- Manage trademark registrations for recurring events and brand properties.
- Draft bulletproof licensing agreements for third-party media usage.
- Implement digital rights management protocols across audiovisual channels.
- Evaluate copyright liability in user-generated content and live streaming.
- Construct compliant marketing campaign workflows from initiation to closure.

Course Methodology:

The training methodology at BIG BEN Training Center combines structured lectures, interactive case study analysis, group exercises, and practical campaign simulation workshops. Participants work in collaborative units to solve real-world intellectual property challenges occurring within visual marketing campaigns and live event executions. Case studies focus on actual industry disputes involving copyright infringement, unauthorized broadcasting, social media trademark misuse, and promotional campaign breaches. Through daily interactive roundtables, participants evaluate campaign assets, draft media rights agreements, and construct multi-platform digital publishing strategies. Peer review sessions and expert feedback ensure that theoretical legal principles are immediately translated into actionable organizational workflows.

Course Agenda (Course Units):

Unit One: Foundations of Intellectual Property in Visual and Audiovisual Campaigns

- Introduction to copyright, trademark, and trade dress protection in marketing.
- Evaluating visual asset ownership in corporate promotional campaigns.
- Structuring audiovisual content licenses for multi-channel distribution.
- Analyzing fair use doctrines in corporate brand communications.
- Protecting proprietary event concepts, themes, and staging designs.
- Managing moral rights and artist attribution in corporate media.
- Establishing intellectual property audit processes for marketing teams.

Unit Two: Strategic Event Organization and Brand Licensing Governance

- Designing legally compliant event branding and promotional materials.
- Negotiating sponsorship contracts and brand exposure rights.
- Securing venue release forms and public broadcasting clearances.
- Managing performer, speaker, and talent copyright agreements.
- Structuring vendor contracts for custom visual and audio content.
- Establishing liability protocols for third-party promotional partners.
- Developing emergency IP infringement response plans during live events.

Unit Three: Social Media Content Distribution and Digital Rights Management

- Navigating platform-specific terms of service and content licensing rules.
- Mitigating copyright infringement risk in user-generated content campaigns.
- Managing music licensing rights for digital videos and promotional clips.
- Structuring influencer marketing contracts and brand asset guidelines.
- Implementing digital rights management tools across social media channels.
- Managing takedown notices and platform dispute resolution mechanisms.
- Establishing social media brand governance protocols for corporate teams.

Unit Four: Audiovisual Broadcasting and Public Communications Strategy

- Managing broadcast rights for live streamed and recorded corporate events.
- Securing synchronization licenses for corporate promotional films.
- Navigating privacy rights, publicity rights, and talent release forms.
- Structuring media distribution agreements across television and online networks.
- Preventing trademark dilution in global audiovisual campaigns.
- Drafting corporate press releases and public disclosures without legal exposure.
- Auditing international media campaign compliance across multiple jurisdictions.

Unit Five: Integrated Campaign Execution and Brand Protection Oversight

- Constructing an end-to-end IP governance framework for major events.
- Establishing pre-launch legal review processes for cross-channel media.
- Monitoring live digital channels for unauthorized brand usage and streaming.
- Managing trademark enforcement and cease-and-desist procedures.
- Evaluating campaign metrics while preserving brand confidentiality.
- Structuring cross-departmental workflows between legal and marketing teams.
- Finalizing post-campaign intellectual property archives and asset registries.

FAQ:

Course Offerings:

By the end of this course, the participants will have able to:

Qualifications required for registering to this course?

There are no requirements.

How long is each daily session, and what is the total number of training hours for the course?

This training course spans five days, with daily sessions ranging between 4 to 5 hours, including breaks and interactive activities, bringing the total duration to 20 - 25 training hours.

Something to think about:

How can modern organizations maintain rapid, creative social media velocity without compromising rigorous intellectual property compliance across global promotional channels?

What unique qualities does this course offer compared to other courses?

This course provides a sophisticated synthesis of legal governance and live marketing execution specifically tailored for corporate teams operating in complex media environments. Unlike standard marketing seminars that treat intellectual property as an afterthought, this program embeds copyright compliance directly into the creative event lifecycle. Participants gain rare operational insights into structuring multi-platform visual campaigns, managing live broadcast rights, and protecting brand assets during high-profile corporate activations. By combining academic legal frameworks with hands-on campaign scenarios, BIG BEN Training Center equips professionals with actionable strategies to execute high-impact communications while safeguarding organizational intellectual property.