Advanced Event Planning and Media Relations Training Course

02 - 06 Nov 2026

Lisbon

4500 € (Per Person)

Ref: #MED6444_194125

Course Introduction / Overview:

This course provides a comprehensive framework for integrating strategic event planning with proactive media relations to maximize impact and achieve organizational goals. In today's fast-paced media landscape, a successful event is not just about flawless execution but also about shaping the narrative and generating positive, widespread coverage. This training moves beyond logistics to explore the critical synergy between event management and public relations, transforming events from standalone occurrences into powerful communication platforms. As detailed by the renowned academic Joe Goldblatt in his seminal work, "Special Events: A New Generation and the Next Frontier," the strategic value of an event is unlocked through meticulous planning and communication. This program, offered by BIG BEN Training Center, is designed to equip professionals with the skills to design compelling event concepts, craft persuasive media messages, engage with journalists effectively, and manage communications during a crisis. Participants will learn to build and execute a holistic strategy that ensures their events not only run smoothly but also capture media attention, enhance brand reputation, and deliver a measurable return on investment through strategic media coverage and stakeholder engagement. This is a deep dive into the art and science of making every event a media success story.

Target Audience / This training course is suitable for:

- Event Managers and Planners.
- Public Relations (PR) Professionals and Specialists.
- Corporate Communications Managers.
- Marketing Executives and Coordinators.
- Media Relations Officers.
- Brand Managers.
- Public Information Officers.
- Business Development Managers.
- Project Managers responsible for event execution.
- Entrepreneurs and Small Business Owners.

Target Sectors and Industries:

- Corporate and Business Sector.
- Technology and Telecommunications.
- Healthcare and Pharmaceuticals.
- Hospitality, Tourism, and Entertainment.
- Banking and Financial Services.
- Non-Profit and Non-Governmental Organizations (NGOs).
- Governmental Agencies and Public Sector Institutions.
- Education and Academia.
- Retail and Consumer Goods.
- Real Estate and Construction.

Target Organizations Departments:

- Marketing Department.
- Public Relations Department.
- Corporate Communications Department.
- Events Management Department.
- Sales and Business Development Department.
- Human Resources (for internal events).
- Corporate Affairs Department.
- Brand Management Department.
- Executive Management Offices.

Course Offerings:

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

- Develop an integrated event and media relations strategy aligned with organizational objectives.
- Master the creation of professional press releases, media kits, and pitch letters.
- Build and manage targeted media lists for maximum event coverage.
- Execute flawless on-site media management, including press conferences and interviews.
- Implement proactive crisis communication plans specific to event scenarios.
- Utilize social media and digital platforms to amplify event messaging and engagement.
- Measure the effectiveness and return on investment (ROI) of event media coverage.
- Forge and maintain strong, productive relationships with journalists and media influencers.
- Coordinate logistics for media attendance, including credentials and technical support.
- Analyze post-event media reports to inform future event strategies.

Course Methodology:

The training methodology at BIG BEN Training Center is designed to be immersive, practical, and highly interactive, ensuring that participants can immediately apply the learned concepts in their professional roles. We move beyond traditional lecture-based formats to create a dynamic learning environment. The course combines expert-led presentations with in-depth case study analyses of successful and challenging real-world events. Participants will engage in hands-on workshops focused on practical skills such as writing compelling press releases, developing a crisis communication statement, and crafting an effective media pitch. Collaborative group exercises and brainstorming sessions encourage peer-to-peer learning and the exchange of diverse perspectives. A significant portion of the training is dedicated to simulation activities, such as mock press conferences and media interview role-playing, which provide a safe space to practice skills and receive constructive feedback from the instructor and peers. This blended approach ensures a comprehensive understanding of both the theory and the practical application of advanced event planning and media relations, fostering confidence and competence.

Course Agenda (Course Units):

Unit One: Foundations of Strategic Event and Media Integration

- The modern event ecosystem and the role of public relations.
- Aligning event goals with broader organizational communication objectives.
- Understanding different types of events and their media potential.
- Key principles of newsworthiness for events.
- Introduction to the PESO Model (Paid, Earned, Shared, Owned) for event promotion.
- Stakeholder analysis and mapping for events.
- Establishing key performance indicators (KPIs) for event success.

Unit Two: Pre-Event Media Strategy and Planning

- Developing a comprehensive event communications plan and timeline.
- Crafting the core event narrative and key messages.
- Building a targeted media list and journalist database.
- Writing effective press releases, media advisories, and backgrounders.
- Creating a professional digital media kit.
- Mastering the art of the media pitch via email and phone.
- Leveraging social media for pre-event buzz and registration.

Unit Three: On-Site Media Management and Execution

- Setting up and managing a functional on-site press office.
- Best practices for media registration, check-in, and credentialing.
- Coordinating photo opportunities and B-roll for television crews.
- Preparing spokespeople for media interviews and public speaking.
- Facilitating and managing press conferences and media scrums.
- Proactive and reactive crisis communication during an event.
- Real-time social media monitoring and engagement during the event.

Unit Four: Post-Event Analysis and Content Amplification

- Techniques for effective post-event media follow-up.
- Gathering and organizing media clippings and coverage.
- Conducting a quantitative and qualitative analysis of media coverage.
- Calculating advertising value equivalency (AVE) and other metrics.
- Creating a comprehensive post-event media coverage report.
- Repurposing event content for long-term marketing and PR value.
- Leveraging positive coverage to strengthen stakeholder relationships.

Unit Five: Advanced Media Tactics and Future Trends in Events

- Integrating influencer marketing into your event strategy.
- Managing media relations for virtual and hybrid events.
- Utilizing data analytics to refine event communication strategies.
- Ethical considerations and legal aspects in event media relations.
- Strategies for securing international media coverage.
- Sustainable event management and its impact on public perception.
- The future of event technology and its role in media engagement.

FAQ:

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:

In an era of fragmented media and declining trust in traditional outlets, how can event managers create authentic experiences that generate organic, credible media coverage?

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

This course distinguishes itself by adopting a deeply integrated and strategic perspective, treating event management and media relations not as separate functions but as a unified discipline essential for corporate success. While many courses focus narrowly on the logistical aspects of event planning, this program dedicates significant attention to the art of narrative-building, crisis mitigation, and stakeholder communication. It moves beyond basic press release writing to explore the psychological nuances of media pitching and relationship building with journalists in the digital age. A core differentiator is the robust emphasis on measurement and analytics, equipping participants with the skills to demonstrate the tangible return on investment of their events through sophisticated media coverage analysis, a skill highly valued in executive boardrooms. Furthermore, the curriculum is forward-looking, addressing contemporary challenges and opportunities such as managing media for hybrid events, leveraging influencer marketing authentically, and implementing sustainable practices that enhance public perception. The course provides a holistic, strategic, and measurable approach to making every event a powerful communications asset.