

PUBLIC RELATIONS | COURSE BROCHURE

Event Planning and Management

5 days | Classroom training | English

SMART HORIZON

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Course content

Why attend

Successful events require careful planning, coordination and risk management. This course covers the full event cycle: objectives and concept, budgeting, venue and supplier selection, programme design, logistics, guest management, on-the-day coordination, risk and safety, and post-event evaluation.

Events are highly visible and unforgiving of mistakes. You will learn a structured approach to deliver them smoothly.

Professional Problems This Course Is Designed to Solve

• Difficulty translating subject knowledge into practical workplace decisions.
• Inconsistent approaches to the activities covered in the course outline.
• Lack of a structured plan for applying and reviewing new skills.

Course methodology

Event planning templates, budget exercises, run-sheet development, risk workshops and case studies.

Course objectives

By the end of this course, participants will be able to:
• Set event objectives and concepts
• Build and control event budgets
• Select venues and suppliers
• Design event programmes and run sheets
• Manage guests, logistics and on-the-day coordination
• Manage event risks and evaluate outcomes

Target audience

This course is suitable for:
• Event coordinators and managers
• PR and communication staff
• Marketing professionals
• Executive assistants
• Administrative officers



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Target competencies

Participants will develop competencies in:

- Event planning
- Budgeting
- Supplier management
- Logistics coordination
- Evaluation

Course outline

Day 1: Event Foundations

09:00–10:08	Objectives
10:08–11:00	Concept
11:00–11:30	**Coffee break**
11:30–11:45	Concept (continued)
11:45–12:53	Stakeholders
12:53–14:00	Exercise

Day 2: Budget and Suppliers

09:00–10:08	Budgeting
10:08–11:00	Venue selection
11:00–11:30	**Coffee break**
11:30–11:45	Venue selection (continued)
11:45–12:53	Contracts
12:53–14:00	Workshop

Day 3: Programme and Logistics

09:00–10:08	Programme design
10:08–11:00	Run sheets
11:00–11:30	**Coffee break**



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11:30–11:45	Run sheets (continued)
11:45–12:53	Guest management
12:53–14:00	Exercise

Day 4: Event Day

09:00–10:08	Coordination
10:08–11:00	Briefings
11:00–11:30	**Coffee break**
11:30–11:45	Briefings (continued)
11:45–12:53	Problem solving
12:53–14:00	Simulation

Day 5: Risk and Evaluation

09:00–10:08	Risk and safety
10:08–11:00	Evaluation
11:00–11:30	**Coffee break**
11:30–11:45	Evaluation (continued)
11:45–12:53	Lessons learned
12:53–14:00	Action plan

The timings provided are estimates and may vary depending on the number of participants and the discussions taking place during the sessions. They are indicative only and do not constitute a binding commitment.



Course content

Dates, venues and fees

Current published course plans. Fees are per participant in EUR, excluding unconfirmed taxes.

Venue	Start date	End date	Fee (EUR)
Istanbul Confirmed dates	23 Nov 2026	27 Nov 2026	**€2,650.-**
Online Confirmed dates	23 Nov 2026	27 Nov 2026	**€1,250.-**
Barcelona Confirmed dates	14 Dec 2026	18 Dec 2026	**€2,840.-**
Online Confirmed dates	14 Dec 2026	18 Dec 2026	**€1,250.-**
Cape Town Confirmed dates	11 Jan 2027	15 Jan 2027	**€1,890.-**
Online Confirmed dates	11 Jan 2027	15 Jan 2027	**€1,250.-**
Rome Confirmed dates	1 Feb 2027	5 Feb 2027	**€2,450.-**
Online Confirmed dates	1 Feb 2027	5 Feb 2027	**€1,250.-**
Dubai Confirmed dates	22 Feb 2027	26 Feb 2027	**€3,150.-**



Course content

Dates, venues and fees (continued)

Venue	Start date	End date	Fee (EUR)
Online Confirmed dates	22 Feb 2027	26 Feb 2027	**€1,250.–**
Frankfurt Confirmed dates	15 Mar 2027	19 Mar 2027	**€2,650.–**
Online Confirmed dates	15 Mar 2027	19 Mar 2027	**€1,250.–**
London Confirmed dates	5 Apr 2027	9 Apr 2027	**€2,450.–**
Online Confirmed dates	5 Apr 2027	9 Apr 2027	**€1,250.–**
Dubai Confirmed dates	19 Apr 2027	23 Apr 2027	**€3,150.–**
Online Confirmed dates	19 Apr 2027	23 Apr 2027	**€1,250.–**
Cape Town Confirmed dates	10 May 2027	14 May 2027	**€1,890.–**
Online Confirmed dates	10 May 2027	14 May 2027	**€1,250.–**



Course content

Dates, venues and fees (continued)

Venue	Start date	End date	Fee (EUR)
Kuala Lumpur Confirmed dates	31 May 2027	4 Jun 2027	**€1,450.–**
Online Confirmed dates	31 May 2027	4 Jun 2027	**€1,250.–**
Rome Confirmed dates	21 Jun 2027	25 Jun 2027	**€2,450.–**
Online Confirmed dates	21 Jun 2027	25 Jun 2027	**€1,250.–**
Paris Confirmed dates	12 Jul 2027	16 Jul 2027	**€2,860.–**
Online Confirmed dates	12 Jul 2027	16 Jul 2027	**€1,250.–**
Cape Town Confirmed dates	26 Jul 2027	30 Jul 2027	**€1,890.–**
Online Confirmed dates	26 Jul 2027	30 Jul 2027	**€1,250.–**
Vienna Confirmed dates	16 Aug 2027	20 Aug 2027	**€2,940.–**



Course content

Dates, venues and fees (continued)

Venue	Start date	End date	Fee (EUR)
Online Confirmed dates	16 Aug 2027	20 Aug 2027	**€1,250.-**
Dubai Confirmed dates	6 Sept 2027	10 Sept 2027	**€3,150.-**
Online Confirmed dates	6 Sept 2027	10 Sept 2027	**€1,250.-**
Rome Confirmed dates	27 Sept 2027	1 Oct 2027	**€2,450.-**
Online Confirmed dates	27 Sept 2027	1 Oct 2027	**€1,250.-**
Barcelona Confirmed dates	18 Oct 2027	22 Oct 2027	**€2,840.-**
Online Confirmed dates	18 Oct 2027	22 Oct 2027	**€1,250.-**
Amsterdam Confirmed dates	1 Nov 2027	5 Nov 2027	**€2,540.-**
Online Confirmed dates	1 Nov 2027	5 Nov 2027	**€1,250.-**



Course content

Dates, venues and fees (continued)

Venue	Start date	End date	Fee (EUR)
Vienna Confirmed dates	22 Nov 2027	26 Nov 2027	**€2,940.-**
Online Confirmed dates	22 Nov 2027	26 Nov 2027	**€1,250.-**
London Confirmed dates	13 Dec 2027	17 Dec 2027	**€2,450.-**
Online Confirmed dates	13 Dec 2027	17 Dec 2027	**€1,250.-**

Plan your next step

Dates, availability, exact venue, taxes, inclusions and payment terms require written confirmation. This brochure is not a quotation, registration, booking confirmation or visa invitation. Participants receive a Smart Horizon certificate of attendance; programmes are not externally accredited and do not award a professional qualification or designation. Confirm arrangements before booking travel.

For group or in-house training, contact our learning team to discuss your objectives and delivery arrangements.

Contact Smart Horizon

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