

PUBLIC RELATIONS | COURSE BROCHURE

Press Conference Management

5 days | Classroom training | English

SMART HORIZON

info@smart-horizon.eu
Amsterdam
The Netherlands

Explore current programmes

https://smart-horizon.eu



Course content

Why attend

Press conferences put an organisation in front of the media at key moments. This course covers when to hold a press conference, planning and logistics, invitations and accreditation, preparing speakers, press kits, running the event, managing Q&A, live streaming and follow-up.

A badly managed press conference can create the wrong headlines. You will learn to plan and run them professionally.

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

Planning exercises, press kit development, mock press conferences with Q&A and debriefs.

Course objectives

By the end of this course, participants will be able to:
• Decide when a press conference is appropriate
• Plan logistics and set-up
• Manage invitations and accreditation
• Prepare speakers and press kits
• Run the press conference and manage Q&A
• Live stream and follow up effectively

Target audience

This course is suitable for:
• PR and media relations officers
• Press office staff
• Event managers
• Spokespeople
• Communication managers



Course content

Target competencies

Participants will develop competencies in:

- Event planning
- Logistics
- Speaker preparation
- Q&A management
- Follow-up

Course outline

Day 1: Press Conferences

09:00–10:08	When to hold one
10:08–11:00	Alternatives
11:00–11:30	**Coffee break**
11:30–11:45	Alternatives (continued)
11:45–12:53	Case studies
12:53–14:00	Exercise

Day 2: Planning

09:00–10:08	Venue and set-up
10:08–11:00	Timing
11:00–11:30	**Coffee break**
11:30–11:45	Timing (continued)
11:45–12:53	Invitations
12:53–14:00	Workshop

Day 3: Speakers and Materials

09:00–10:08	Speaker briefing
10:08–11:00	Press kits
11:00–11:30	**Coffee break**



Course content

11:30–11:45	Press kits (continued)
11:45–12:53	Visuals
12:53–14:00	Exercise

Day 4: Running the Event

09:00–10:08	Moderation
10:08–11:00	Q&A
11:00–11:30	**Coffee break**
11:30–11:45	Q&A (continued)
11:45–12:53	Live streaming
12:53–14:00	Mock press conference

Day 5: Follow-Up

09:00–10:08	Media follow-up
10:08–11:00	Coverage review
11:00–11:30	**Coffee break**
11:30–11:45	Coverage review (continued)
11:45–12:53	Debrief
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)
Dubai Confirmed dates	16 Nov 2026	20 Nov 2026	**€3,150.–**
Online Confirmed dates	16 Nov 2026	20 Nov 2026	**€1,250.–**
Paris Confirmed dates	30 Nov 2026	4 Dec 2026	**€2,860.–**
Online Confirmed dates	30 Nov 2026	4 Dec 2026	**€1,250.–**
Dubai Confirmed dates	4 Jan 2027	8 Jan 2027	**€3,150.–**
Online Confirmed dates	4 Jan 2027	8 Jan 2027	**€1,250.–**
Amsterdam Confirmed dates	25 Jan 2027	29 Jan 2027	**€2,540.–**
Online Confirmed dates	25 Jan 2027	29 Jan 2027	**€1,250.–**
Kuala Lumpur Confirmed dates	15 Feb 2027	19 Feb 2027	**€1,450.–**



Course content

Dates, venues and fees (continued)

Venue	Start date	End date	Fee (EUR)
Online Confirmed dates	15 Feb 2027	19 Feb 2027	**€1,250.–**
Cape Town Confirmed dates	8 Mar 2027	12 Mar 2027	**€1,890.–**
Online Confirmed dates	8 Mar 2027	12 Mar 2027	**€1,250.–**
Frankfurt Confirmed dates	22 Mar 2027	26 Mar 2027	**€2,650.–**
Online Confirmed dates	22 Mar 2027	26 Mar 2027	**€1,250.–**
Cape Town Confirmed dates	12 Apr 2027	16 Apr 2027	**€1,890.–**
Online Confirmed dates	12 Apr 2027	16 Apr 2027	**€1,250.–**
Rome Confirmed dates	3 May 2027	7 May 2027	**€2,450.–**
Online Confirmed dates	3 May 2027	7 May 2027	**€1,250.–**



Course content

Dates, venues and fees (continued)

Venue	Start date	End date	Fee (EUR)
Barcelona Confirmed dates	24 May 2027	28 May 2027	**€2,840.-**
Online Confirmed dates	24 May 2027	28 May 2027	**€1,250.-**
London Confirmed dates	14 Jun 2027	18 Jun 2027	**€2,450.-**
Online Confirmed dates	14 Jun 2027	18 Jun 2027	**€1,250.-**
Rome Confirmed dates	28 Jun 2027	2 Jul 2027	**€2,450.-**
Online Confirmed dates	28 Jun 2027	2 Jul 2027	**€1,250.-**
Istanbul Confirmed dates	19 Jul 2027	23 Jul 2027	**€2,650.-**
Online Confirmed dates	19 Jul 2027	23 Jul 2027	**€1,250.-**
London Confirmed dates	9 Aug 2027	13 Aug 2027	**€2,450.-**



Course content

Dates, venues and fees (continued)

Venue	Start date	End date	Fee (EUR)
Online Confirmed dates	9 Aug 2027	13 Aug 2027	**€1,250.-**
Vienna Confirmed dates	30 Aug 2027	3 Sept 2027	**€2,940.-**
Online Confirmed dates	30 Aug 2027	3 Sept 2027	**€1,250.-**
Dubai Confirmed dates	20 Sept 2027	24 Sept 2027	**€3,150.-**
Online Confirmed dates	20 Sept 2027	24 Sept 2027	**€1,250.-**
Cape Town Confirmed dates	4 Oct 2027	8 Oct 2027	**€1,890.-**
Online Confirmed dates	4 Oct 2027	8 Oct 2027	**€1,250.-**
Vienna Confirmed dates	25 Oct 2027	29 Oct 2027	**€2,940.-**
Online Confirmed dates	25 Oct 2027	29 Oct 2027	**€1,250.-**



Course content

Dates, venues and fees (continued)

Venue	Start date	End date	Fee (EUR)
Rome Confirmed dates	15 Nov 2027	19 Nov 2027	**€2,450.-**
Online Confirmed dates	15 Nov 2027	19 Nov 2027	**€1,250.-**
Barcelona Confirmed dates	6 Dec 2027	10 Dec 2027	**€2,840.-**
Online Confirmed dates	6 Dec 2027	10 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

info@smart-horizon.eu
Amsterdam
The Netherlands

View the latest course details online