



# **Corporate Public Relations In Event Management Planning To Execution**

26 - 30 May 2025  
Kuala Lumpur



**AGILE LEADERS**  
Training Center



# Corporate Public Relations In Event Management Planning To Execution

**Ref.:** 36189\_248633 **Date:** 26 - 30 May 2025 **Location:** Kuala Lumpur **Fees:** 4400 Euro

## The Art of Event Management

### Overview:

In this unique event management course, participants will master the art of managing events from the planning stage to flawless execution. As the foremost course in event management, 'The Art of Event Management' is designed to instill essential event management skills and develop the proficiency required to manage both small and large-scale events. Our comprehensive syllabus includes a combination of crowd management training, the art of public speaking, and public relations courses. Whether you are a beginner or an experienced professional, this course will upgrade your skills, enhance your public relations campaigns, and equip you with the knowledge necessary for effective crowd management. You will also learn about corporate public relations and how to handle public relationship course, making you a more versatile event manager.

### Target Audience:

- Event Managers
- Event Coordinators
- PR Executives
- Marketing Managers
- Project Managers for Event Planners
- Any employee looking to improve their event management skills
- Individuals aiming to enhance their public speaking skills
- Professionals planning to launch public relations campaigns

### Targeted Organizational Departments:

- Event Management
- Marketing
- Public Relations
- Corporate Communications
- Human Resources

### Targeted Industries:

- Hospitality
- Corporate Events
- Entertainment
- Non-profit Organizations
- Sports Management

### Course Offerings:

Participants will gain:



- Expertise in planning and executing events of all sizes
- Mastery of crowd management techniques
- Proficiency in the art of public speaking
- Knowledge of running successful public relations campaigns
- Understanding of corporate public relations dynamics

## **Course Toolbox:**

Participants will be provided:

- Event Planning Templates
- Checklists for Crowd Management
- Public Speaking Workbooks
- Guidelines for Public Relations Campaigns
- Resources for understanding Corporate Public Relations

## **Training Methodology:**

Our approach is focused on interactive learning, which includes case studies, group work, and feedback sessions. Participants will have the opportunity to learn from real-life scenarios in the event management courses and get hands-on practice in managing crowds. In our public speaking courses, participants will engage in public speaking skill training through simulated sessions. Moreover, our course public relations includes modules on public relation campaigns and corporate public relations, offering practical insights into the dynamics of public relations and corporate communications.

## **Course Agenda:**

### **Day 1: Introduction to Event Management & Planning**

- Topic 1: Overview of Event Management Course
- Topic 2: Understanding Event Planning & Protocols
- Topic 3: Basics of Budgeting for Events
- Reflection & Review: Recap of the day's learnings and reviewing key event management skills

### **Day 2: Event Scheduling and Invitations Management**

- Topic 1: Mastering Event Scheduling and Timelines
- Topic 2: Protocols and Best Practices for Invitations
- Reflection & Review: Key takeaways from scheduling and invitation management lessons

### **Day 3: Entertainment and Venue Arrangements**

- Topic 1: Sourcing and Managing Entertainment for Events
- Topic 2: Seats Arrangements and Venue Layout Planning
- Reflection & Review: Recap of best practices in entertainment and venue management

### **Day 4: Crowd Management and Dining Arrangements**

- Topic 1: Advanced Crowd Management Training Course
- Topic 2: Planning and Executing Dining Arrangements



- Reflection & Review: Review of crowd management training and dining planning insights

## **Day 5: Public Speaking, Corporate Relations & Consolidation**

- Topic 1: Mastering the Art of Public Speaking
- Topic 2: Understanding Corporate Public Relations in Event Management
- Topic 3: Crafting Effective Public Relation Campaigns
- Topic 4: Integrating Event Management, Public Speaking, and PR Skills
- Reflection & Review: Comprehensive review and feedback session

## **How This Course is Different from Other Event Management Courses:**

'The Art of Event Management From Planning to Execution' is unique in its comprehensive approach, integrating aspects of crowd management training, public speaking skill training, and public relations courses. Unlike other event management courses, our course provides a 360-degree view of the event planning and execution process, equipping participants with the skills to handle any challenges that may arise. This course stands out with its focus on corporate public relations and public relation campaigns, areas often overlooked in traditional event management courses.

# WHO WE ARE

Agile Leaders is a renowned training center with a team of experienced experts in vocational training and development. With 20 years of industry experience, we are committed to helping executives and managers replace traditional practices with more effective and agile approaches.

## OUR VISION

We aspire to be the top choice training provider for organizations seeking to embrace agile business practices. As we progress towards our vision, our focus becomes increasingly customer-centric and agile.

## OUR MISSION

We are dedicated to developing value-adding, customer-centric agile training courses that deliver a clear return on investment. Guided by our core agile values, we ensure our training is actionable and impactful.

## WHAT DO WE OFFER

At Agile Leaders, we offer agile, bite-sized training courses that provide a real-life return on investment. Our courses focus on enhancing knowledge, improving skills, and changing attitudes. We achieve this through engaging and interactive training techniques, including Q&As, live discussions, games, and puzzles.



**AGILE LEADERS**  
Training Center

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## Gamified and Interactive Training

We understand that training delivery can be challenging, both online and offline. To ensure engagement and achieve learning objectives, we have developed our own activities and collaborated with industry-leading solutions to gamify our training sessions. This approach increases interaction levels and guarantees effective learning outcomes.



## Our Training Categories

We cover a wide range of training categories to cater to different needs and interests

- Branding, Marketing, Customer Relations, & Sales Programs
- Finance and Accounting Programs
- Human Resources Management Programs
- Management & Leadership Programs
- Political & Public Relations Programs
- Project Management Programs
- Quality & Process Management
- Self-Development Programs

Join Agile Leaders today and embark on a transformative journey towards becoming a more agile and effective leader. Experience our customer-centric approach, actionable training, and guaranteed return on investment. Let us help you unleash your full potential in the dynamic business landscape.



## Where to Find Us

You can join our training programs at our centers located in

We also offer online training sessions through the Zoom platform.



- Malaysia**  
Kuala Lumpur
- Morocco**  
Casablanca
- Spain**  
Barcelona
- France**  
Paris
- UK**  
London
- Italy**  
Rome
- Egypt**  
Cairo  
Sharm El-Sheikh
- Turkey**  
Istanbul
- Georgia**  
Tbilisi
- Azerbaijan**  
Baku
- UAE**  
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