



إدارة العلاقات العامة للشركات في تنظيم الفعاليات من التخطيط للتنفيذ



AGILE LEADERS
Training Center

04 - 08 May 2027
كوالالمبور

إدارة العلاقات العامة للشركات في تنظيم الفعاليات من التخطيط للتنفيذ

المرجع: 36189_5054 التاريخ: 04 - 08 May 2027 الموقع: كوالالمبور الرسوم: Euro 5200

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.



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فئات الدورات التدريبية



HR TRAINING & DEVELOPMENT

دورات إدارة و تطوير الموارد البشرية



دورات إدارة و تحليل البيانات ودورات علم البيانات



دورات إدارة الجودة وتطوير العمليات



الدورات التدريبية في مجال البيئة والاستدامة



دورات التسويق وإدارة علاقات العملاء وإدارة المبيعات



دورات التدريب القانوني والمشتريات والتعاقدات



دورات الاتصال الجماهيري و السياسات والعلاقات العامة



دورات الذهن السيبراني ودورات تقنية المعلومات



دورات الصيانة ودورات المجالات الهندسية المتنوعة



دورات الصحة والسلامة والذهن المهني



دورات السكرتارية و إدارة المكاتب



دورات الحوكمة وإدارة المخاطر والامتثال



فئات الدورات التدريبية



دورات معتمدة من قبل هيئات دولية



دورات في مجالات القيادة والإدارة



دورات المهارات الشخصية وتطوير الذات



دورات المحاسبة و التمويل و دورات الإدارة المالية



دورات مكتب إدارة المشاريع وإدارة المشاريع الرشيق

مدن التدريب



أوسلندا - هولندا



أكرا - غانا



أثينا - اليونان



أبوظبي - الإمارات العربية المتحدة



الدوحة - قطر



الدار البيضاء - المغرب



الجبيل - المملكة العربية السعودية



إسطنبول - تركيا



المنامة - مملكة البحرين



الكويت - الكويت



القاهرة - مصر



الرياض - المملكة العربية السعودية



بانكوك - تايلند



بالي - جمهورية إندونيسيا



باكو - أذربيجان



باريس - فرنسا

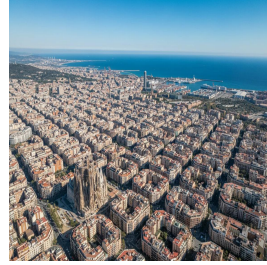
مدن التدريب



بورنو - البرتغال



برلين - ألمانيا



برشلونة - إسبانيا



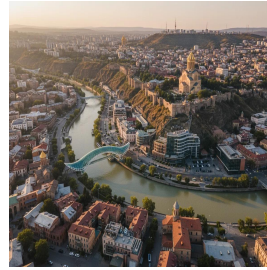
براغ - جمهورية التشيك



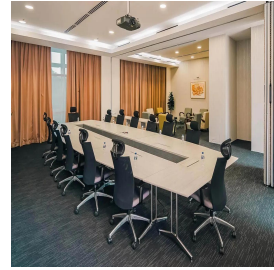
جاكرتا - جمهورية إندونيسيا



تورنتو - كندا



تيليسي - جورجيا



بوكيت - تايلاند



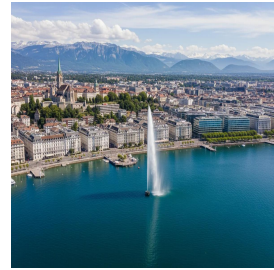
روما - إيطاليا



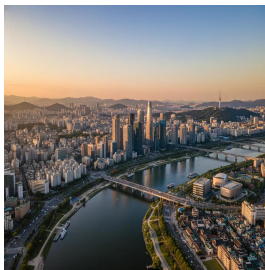
دبي - الإمارات العربية المتحدة



جوهانسبرغ - جنوب إفريقيا



جنيف - سويسرا



سيول - كوريا الجنوبية



سنغافورة - سنغافورة



سان دييغو - الولايات المتحدة الأمريكية



زنجر - تنزانيا

مدن التدريب



طشقند - أوزبكستان



طرابزون - تركيا



شيكاغو - الولايات المتحدة الأمريكية



شرم الشيخ - مصر



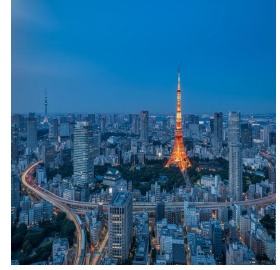
فرانكفورت - ألمانيا



عن بعد - منصة زووم



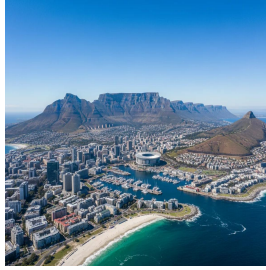
عمان - المملكة الأردنية الهاشمية



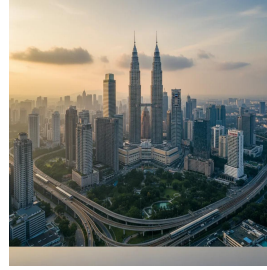
طوكيو - اليابان



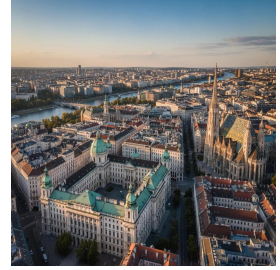
لانكاوي - ماليزيا



كيب تاون - جنوب إفريقيا



كوالالمبور - ماليزيا



فيينا - النمسا



مدريد - إسبانيا



ماربيا - إسبانيا



لندن - المملكة المتحدة



لشبونة - البرتغال

مدن التدريب



ميونخ - ألمانيا



ميلان - إيطاليا



مونتره - سويسرا



مسقط - سلطنة عمان



نيويورك - الولايات المتحدة
الأمريكية



نيس - فرنسا



نairobi - كينيا

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.



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