XCELERATE TRAINING INSTITUTE

your learning & development partner

PUBLIC RELATIONS

Event Communication and Stakeholder Engagement Training Course

Using Events to Build Relationships, Visibility and Reputation

DURATION	LANGUAGE	FORMAT	COURSE CODE
3 days	English or Arabic	Classroom / Online	PRT-107

Upcoming dates

Dates	Venue	Format	Fee
4 – 6 Jan 2027	Paris	Classroom	€3,200
12 – 14 Apr 2027	Singapore	Classroom	€3,900
28 – 30 Jun 2027	Live online	Online (live)	€900
19 – 21 Jul 2027	Amman	Classroom	€2,600
25 – 27 Oct 2027	Amsterdam	Classroom	€3,200
6 – 8 Dec 2027	Live online	Online (live)	€900

Register or ask a question

Online: x8ti.com/course/event-communication-and-stakeholder-engagement-train…

+491631686678 · info@x8ti.com

Event Communication and Stakeholder Engagement Training Course

Introduction

Launches, conferences, exhibitions and official events are powerful communication tools. They bring together stakeholders, generate media coverage and showcase the organisation, but only when planned with clear communication objectives.

This course shows communication professionals how to plan event communication, engage stakeholders and VIPs, manage media at events, follow protocol and measure results.

Learning Objectives

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

- Set communication objectives for events
- Map and engage stakeholders and VIP guests
- Plan event messaging and content
- Manage media relations at events
- Apply protocol and etiquette
- Measure event communication results

Training Methodology

This course combines short expert presentations with practical exercises, case studies from the Gulf and international organisations, group discussions and work with real templates and tools. Participants are encouraged to bring examples from their own work so that the learning can be applied immediately.

Participants plan the communication for a major event, including stakeholder and media plans.

Benefits for Your Organisation

- Events that deliver clear communication results
- Stronger stakeholder relationships
- Better media coverage
- Professional, well-managed events

Benefits for You

- Event communication planning skills
- Stakeholder engagement techniques
- Protocol knowledge
- Media management at events

Who Should Attend

This course is designed for:

- PR and communication officers
- Event and protocol staff
- Government relations officers
- Marketing professionals
- Executive office staff

Course Outline

Day 1: Events as Communication

- Types of corporate and government events
- Communication objectives
- Stakeholder mapping
- Invitations and VIP management
- Messaging

Day 2: Running Event Communication

- Speeches and programme flow
- Media accreditation and press areas
- Live social media coverage
- Protocol and etiquette
- Managing issues on the day

Day 3: Follow-Up and Measurement

- Post-event communication
- Stakeholder follow-up
- Measuring results
- Lessons learned
- Event communication plan

Copyright and intellectual property
This course, "Event Communication and Stakeholder Engagement Training Course", is an original course by Xcelerate Training Institute. All materials, content and structure are the intellectual property of Xcelerate Training Institute. Reproduction, distribution or use of any part of this course without written consent is prohibited.

Registration Form

Event Communication and Stakeholder Engagement Training Course

Preferred dates: ..... Venue or online: .....

Duration: 3 days Language: .....

Please complete and email this form to us, or register online. We confirm your place and send the invoice within one working day.

Delegate information

Full name (Mr / Ms / Dr / Eng): .....

Position: ..... Telephone / mobile: .....

Official email: ..... Personal email: .....

Company information

Company name: .....

Address: .....

City / country: ..... VAT / tax number: .....

Person responsible for training & development

Full name (Mr / Ms / Dr / Eng): .....

Position: ..... Telephone / mobile: .....

Email: .....

Payment

☐ Please invoice me ☐ Please invoice my company

Signature: ..... Date: .....

Call	Email this form	Register online
+491631686678	info@x8ti.com	Open the course page