XCELERATE TRAINING INSTITUTE

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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 ????? 2027 | Paris | Classroom | €3?200 |
| 12 – 14 ????? 2027 | Singapore | Classroom | €3?900 |
| 28 – 30 ????? 2027 | Live online | Online (live) | €900 |
| 19 – 21 ????? 2027 | Amman | Classroom | €2?600 |
| 25 – 27 ?????? 2027 | Amsterdam | Classroom | €3?200 |
| 6 – 8 ?????? 2027 | Live online | Online (live) | €900 |

### Register or ask a question

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

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# 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

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# 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 |
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