



International Training
Center Paris

TRAINING SCHEDULE

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PRESS CONFERENCE MANAGEMENT

Overview:

The Press Conference Management training is designed to equip participants with the skills and knowledge to plan, organize, and execute a successful press conference. The program aims to provide participants with an understanding of the key elements involved in press conference management, including media relations, messaging, logistics, and crisis management. Through a combination of lectures, case studies, and hands-on exercises, participants will learn how to create effective messages, interact with journalists, manage logistics, and handle crises during press conferences.

Press Conference Management Training Objectives:

- Understand the purpose and benefits of a press conference.
- Identify key stakeholders and target audience.
- Plan and execute a successful press conference.
- Develop effective messaging for a press conference.
- Manage logistics and ensure seamless execution of the event.
- Understand crisis management techniques and strategies.

By the end of the program, participants will have gained a comprehensive understanding of the key elements involved in press conference management and will be equipped with the skills and knowledge to plan, organize, and execute successful press conferences.

Targeted Groups:

- Public relations managers
- Event planners
- Communication directors

- PR coordinators
- Professionals managing press conferences and media events

Planning:

Day 1: Introduction to Press Conference Management

- Understanding the purpose and benefits of a press conference.
- Identifying the key stakeholders and target audience.
- The elements of successful press conference management.
- Best practices for organizing a press conference.

Day 2: Media Relations

- Understanding the role of media in a press conference.
- Developing relationships with journalists and media outlets.
- Developing effective media messaging.
- Preparing for media interviews.

Day 3: Logistics and Event Management

- Identifying and securing the right venue.
- Managing audiovisual equipment and technology.
- Managing catering and hospitality.
- Managing the flow of attendees and speakers.

Day 4: Crisis Management

- Understanding potential crisis scenarios.
- Developing a crisis communication plan.
- Responding to crises during a press conference.
- Addressing potential issues and risks.

Day 5: Press Conference Simulation

- Planning and executing a press conference simulation.

- Managing logistics and crisis scenarios during the simulation.
- Reviewing and evaluating the effectiveness of the simulation.
- Lessons learned and best practices for future press conferences.