



Accredited Africa Training Institute for Capacity Development

Unit FO409, Hatfield Plaza · 1122 Burnett St, Hatfield 0028 · Pretoria, Gauteng · South Africa

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COURSE BROCHURE

Public Relations Event Planning And Management Training

Business, Commerce and Management Studies / Public Relations

Unit Standard 110295 · NQF Level 4 · 5 Credits · 2 Days

COURSE OVERVIEW

This course equips learners with the knowledge and skills to plan, coordinate, and manage public relations events effectively. It covers event conceptualisation, stakeholder engagement, budgeting, logistics, and post-event evaluation, ensuring learners can deliver professional events that enhance organisational reputation.

Category	Business, Commerce and Management Studies
Subfield	Public Relations
Unit Standard	110295
Accreditation	SAQA Accredited · NQF Level 4 · 5 Credits
Duration	2 days
Training Method	Online, On-Campus, In-House
Certificate	Issued via AATICD LMS – verifiable online

LEARNING OUTCOMES

- Apply event planning principles to conceptualise and scope a public relations event.
- Develop a comprehensive event plan including budget, timeline, and resource allocation.
- Coordinate event logistics such as venue, catering, audiovisual, and guest management.
- Implement stakeholder communication strategies to ensure alignment and engagement.
- Evaluate event outcomes against objectives and compile a post-event report.
- Demonstrate professional conduct and adherence to ethical standards in event management.

WHO SHOULD ATTEND

- This course is ideal for PR practitioners, event coordinators, marketing professionals, and anyone responsible for planning and managing public relations events within corporate, non-profit, or government sectors.

COURSE OUTLINE

Day 1: Foundations of Public Relations Event Planning

- Introduction to PR event planning and its strategic importance
- Event lifecycle: concept, planning, execution, evaluation
- Setting event objectives and key performance indicators (KPIs)
- Stakeholder identification and engagement
- Budgeting fundamentals for events
- Risk assessment and contingency planning
- Legal and regulatory compliance (e.g., permits, safety)
- Communication and promotional strategies for events

Day 2: Advanced Event Management and Practical Integration

- Detailed event planning: timelines, checklists, and vendor coordination
- On-site management: registration, crowd control, and AV setup
- Crisis communication and media handling during events
- Post-event evaluation: surveys, metrics, and reporting
- Budget tracking and financial reconciliation
- Case studies of successful PR events
- Integration of all elements into a cohesive event plan

ASSESSMENT & CERTIFICATION

Delegates are assessed through exercises and a final test. A mark of **50% or above** earns an **AATICD Certificate of Completion**, issued digitally with a unique verification code. This course carries **5 NQF credits** at **NQF Level 4**.

PRICING (PER DELEGATE, EX-VAT)

Delegates	Training Method	Price per Delegate	Total
1	Online	R 15,400.00	R 15,400.00
1	In-House	R 20,000.00	R 20,000.00
1	On-Campus (Pretoria)	R 23,100.00	R 23,100.00

UPCOMING SESSIONS

Start	End	Method	Venue
05 Aug 2026	06 Aug 2026	On-Campus	Dubai, UAE
05 Aug 2026	06 Aug 2026	On-Campus	Mauritius
05 Aug 2026	06 Aug 2026	On-Campus	Lagos, Nigeria
11 Aug 2026	12 Aug 2026	On-Campus	Durban, South Africa
11 Aug 2026	12 Aug 2026	On-Campus	Pretoria, South Africa
11 Aug 2026	12 Aug 2026	On-Campus	Cape Town, South Africa
13 Aug 2026	14 Aug 2026	On-Campus	Mauritius
13 Aug 2026	14 Aug 2026	On-Campus	Dubai, UAE

Contact us if no suitable date is listed – on-demand sessions can be arranged for groups.

HOW TO GET A QUOTE OR APPLY

1. **Get an instant quotation online:** visit www.aaticd.co.za, open the page for this course (Unit Standard 110295) and click **Get A Quote / Apply**. Select your training method and number of delegates – your quotation is generated immediately and emailed to you with the course brochure attached.
2. **Apply by email:** send the course title, your preferred training method (Online, In-House or On-Campus Pretoria), the number of delegates and your preferred dates to apply@aaticd.co.za – our team will reply with a formal quotation.
3. **Apply by phone or WhatsApp:** call +27 12 004 8389 or WhatsApp +27 65 077 6310 and we will prepare your quotation and reserve your seats.
4. **Confirm your booking:** accept the quotation and settle the invoice. As soon as payment is confirmed your delegates are enrolled and receive their AATICD LMS login details by email, along with joining instructions for their chosen training method.

Group discounts apply automatically – the more delegates you enrol, the lower the price per delegate. No payment is required to request a quotation.

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