

MEDIA & JOURNALISM

Media Event Management & Press Conference Excellence

A two-day programme in press conference & media event management, with eight modules and workplace application.



DURATION 2 days

DELIVERY Public or in-house

Why this programme

This practical event management course guides PR directors, event planners, and corporate affairs leads through designing, executing, and managing high-impact, hybrid, and immersive media events and press conferences that engage both physical and global virtual press contingents.

What participants will learn

- 01** Hybrid Excellence: Flawlessly execute simultaneous physical and high-interactivity virtual press events.
- 02** Engagement Architecture: Design interactive briefing environments that maximize media attendance and coverage.
- 03** Crisis Minimization: Anticipate and mitigate technical, logistical, and staging failures.
- 04** Post-Event Impact: Convert single press events into long-tail earned media coverage.

Who should attend

Media and communication professionals, PR teams, content producers, journalists and organisational spokespersons.

How you will learn

Trainer-led explanation and discussion connect the module topics to workplace application. Capstone: Constructing a full event execution and measurement playbook.

Detailed programme

Day 1: Strategic Design & Physical/Virtual Infrastructure

01 The Modern Media Event Landscape 2030

- Shifts in press event expectations: High-efficiency, interactive, immersive, and hybrid access options.
- Setting clear event goals: Brand awareness, product launches, or crisis briefings.
- Planning Session: Defining event parameters for a global product release.

02 Designing Immersive & Hybrid Event Spaces

- Spatial layouts for physical press rooms: Stage design, camera angles, lighting, and acoustic isolation.
- Virtual press room portals: High-definition streaming, interactive Q&A queues, and digital press kit drops.
- Design Lab: Layout mapping for a hybrid press event.

03 Pre-Event Media Recruitment & Relationship Management

- Target audience curation: Balancing traditional media, digital creators, and industry analysts.
- Managing invitations, RSVPs, security clearances, and digital credentialing protocols.
- Exercise: Drafting targeted event invitation sequences.

04 Run of Show Architecture & Stage Management

- Minutes-by-minute scripting, speaker cues, visual transitions, and Q&A timing allocation.
- Technical rehearsal protocols and emergency contingency planning.
- Practical: Constructing a bulletproof Run of Show document.

Detailed programme

Day 2: Execution, Live Facilitation & Post-Event Activation

05 Live Q&A Moderation & Speaker Support

- Moderating real-time questions from both in-person attendees and online participants.
- Supporting speakers with teleprompters, digital cue screens, and real-time guidance.
- Simulation: Moderating a live, multi-channel media Q&A session.

06 Technical Reliability & On-Site Operational Control

- Low-latency streaming setups, backup power systems, redundant Wi-Fi, and broadcast feeds.
- Managing on-site media scrums and exclusive breakout interview spaces.
- Case Study: Overcoming technical breakdowns during live corporate broadcasts.

07 Real-Time Content Syndication & Digital Press Rooms

- Distributing HD broadcast feeds, clean audio, high-res photography, and transcription in real-time.
- Empowering journalists to file stories immediately during the event.
- Hands-on: Setting up an instant-access post-event media asset repository.

08 Post-Event Analytics & Earned Media Attribution

- Tracking post-event coverage, live stream analytics, media downloads, and social sentiment.
- Debriefing key stakeholders and optimizing future event strategies.
- Capstone: Constructing a full event execution and measurement playbook.

How you will learn

Trainer-led explanation and discussion connect the module topics to workplace application. Capstone: Constructing a full event execution and measurement playbook.

TRAINER PROFILE

Sharves Bala

A corporate communications strategist and executive trainer with more than 20 years of experience in PR, media relations, reputation management and stakeholder engagement. Her sessions use practical frameworks, case studies and simulations.

Trainer availability is confirmed for each programme.

Confirm HRD Corp (HRDF) eligibility and claim arrangements with ISDS before booking. Where applicable, claims are arranged through Orange Revolution.

Plan your training with ISDS

Discuss fees, delivery options and a programme suited to your team.

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