This course is an in-depth study of the various roles that event management plays in an array of public relations programs and campaigns. Topics will include how to build awareness and company reputation by planning and implementing events for diverse venues and purposes ranging from fundraisers to trade shows, entertainment premieres to sports arenas, annual conferences to one-of-a-kind extravaganzas. We will cover every stage of strategy, planning, production, marketing, logistics, finance, risk assessment and evaluation.