Introduction

Elevate your event management expertise and master the art of protocol with our **Protocol and Event Management Training Course**, crafted for professionals aiming to excel in the dynamic field of event planning and execution.

Whether you're seeking a certificate in event management, exploring advanced training options, or simply looking to refine your skills, this course provides the tools and knowledge to thrive in the competitive world of event management.

Events are a critical component of public relations (PR) and marketing strategies, offering unparalleled opportunities to connect with colleagues, clients, and investors. A well-organized event can significantly enhance a company's reputation and foster meaningful relationships.

This program covers the fundamentals of protocol and event management, empowering participants to plan and execute events effectively or manage external event contractors with confidence.

Incorporating Protocol and Event Management Best Practices

Understanding protocol and its role in event management is crucial for handling high-profile events with precision. Through practical workshops, seminars, and hands-on training exercises, participants will gain real-world experience, ensuring they are well-equipped to manage events of any scale.

Whether you are searching for local event management training or pursuing a broader qualification, this course offers the skills and insights to succeed. Take the first step toward a rewarding career in event management and become a master in the art of organizing memorable events.

Targeted Groups

This course is designed for:

- Middle and senior managers involved in event delivery or overseeing event contractors.
- Senior operational managers managing teams with event management responsibilities.
- Senior to board-level managers incorporating events into PR and marketing strategies.
- PR and marketing professionals.
- Individuals seeking career advancement through event management expertise.

Course Objectives

By the end of this course, participants will be able to:

1. Schedule and plan events with meticulous attention to detail.
2. Gain familiarity with various event types and their unique requirements.
3. Identify and select optimal venues and activities for their events.
4. Manage media presence effectively.
5. Proactively troubleshoot potential issues.
6. Leverage events to amplify PR and marketing strategies.
7. Apply best practices in venue selection, stage management, and dining protocols.
8. Master guest relations and VIP protocol.

Targeted Competencies

Participants will enhance their skills in:

1. Event management or supervising vendors.
2. Theoretical understanding for informed event decision-making.
3. Comprehensive knowledge of event management processes.
4. Organizational skills through checklists and structured guides.
5. Enhanced time management for innovation and efficiency.
6. Effective communication and strategic planning.
7. Task assessment and prioritization.

Course Content

Unit 1: The Role of Events in a PR or Marketing Strategy

- Understanding the relationship between PR and events.
- Decision-making in event planning and PR strategy.
- Analyzing events as a communication tool.
- Applying the Six-Point PR Plan to event management:
    - Assessing needs.
    - Defining purpose and audience.
    - Matching events to outcomes.
    - Budgeting considerations.
    - Evaluating success.
- Exploring diverse event types.

Unit 2: Event Planning – Theory and Practice

- Long-term scheduling and creating event timelines.
- Planning the event’s running order.
- Budget management and supplier coordination.
- Venue considerations:
    - Suitability for the message.
    - Capacity and accessibility.

    - Accommodation and layout.
- Event-specific seating arrangements.

Unit 3: Stage Management, Dining, and Entertainment

- Managing the event’s “stage” and on-brand messaging.
- Managing welcome desks, staging, and corporate identity displays.
- Integrating dining into the event’s message:
    - Formal vs. informal dining protocols.
    - Selecting catering suppliers.
- Planning entertainment and managing entertainers.
- Conducting risk assessments to ensure safety.

Unit 4: Managing the Media at Your Events

- Aligning media engagement with event objectives.
- Generating news through events.
- Inviting and managing media representatives.
- Establishing and running a press office.
- Preparing press packs and managing media gifts.
- Conducting interviews and managing on-site photography/filming.
- Involving in-house media teams.

Unit 5: Invitations, VIPs, and Bringing It All Together

- Crafting invitations for various event types.
- Managing RSVP protocols.
- Hosting and managing VIPs:
    - Meet-and-greet strategies.
    - Hosting and farewells.
- Building an event management team.
- Practical event planning exercise incorporating all course elements.

Conclusion

This **Protocol and Event Management Training Course** equips participants with the skills and confidence to excel in event planning and protocol management. Whether organizing a corporate conference, gala dinner, or promotional event, attendees will gain the expertise to make each occasion a resounding success.

Join us to enhance your career opportunities and become a sought-after professional in the world of event management.