

€ TRAINING

Protocol & Event Management to be a
Certified Event Specialist

A group of four smiling professionals (two men and two women) in a meeting setting, wearing white shirts. The image is partially obscured by a blue curved graphic element.

2 - 6 December 2024
Amsterdam (Netherlands)



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REF: X351 DATE: 2 - 6 December 2024 Venue: Amsterdam (Netherlands) - Fee: 5565 Euro

Introduction:

This program is a must for any business aiming to include events as part of their Public Relations and Marketing activities. The face to face communication opportunities created by events provides business people with the most powerful opportunities to influence their colleagues, clients, and investors. Smooth well run events reflect well on any business building its reputation and standing. This program provides a comprehensive grounding in all the basics of event management allowing attendees to effectively organize their events or more closely manage contractors organizing events for them.

Program Objectives:

At the end of this program the participants will be able to:

- Schedule and plan an event..
- Learn how to be familiar with a range of events they are likely to engage in and the requirements for their successful delivery.
- Identify the most appropriate venues and activities for their events.
- Manage the media at their events with confidence.
- Troubleshoot event plans to identify potential problem areas before they emerge.
- Understand what events can do for your PR and marketing strategy.
- Get practical hints and tips on venue choice, stage management, and different types of dining.
- Learn how to look after guests and protocol for VIPs.

Targeted Audience:

- Middle and Senior Managers tasked with the direct delivery of events or oversight of specialist sub-contractors.
- Senior Operational Managers with responsibility for managing teams whose role includes event management.
- Senior Managers up to Board Level with responsibility for the strategic use of events as part of the organization's PR and marketing strategy and their effective deployment.
- PR Professionals.
- Marketing Professionals.

Program Outlines:

Unit 1:

The Role of Events in a PR or Marketing Strategy:

- Public Relations Overview and Event Integration.
- PR Transfer Process in Event Management.
- Event Communication: Strengths and Weaknesses.
- Applying the Six Point PR Plan to Events.
- Assessing Needs and Establishing Clear Objectives.
- Audience Importance and Event Selection.

Unit 2:

Event Planning, The Theory, and Practice:

- Long-Term Scheduling for Events.
- Event Timeline and Running Order.
- Budget Management.
- Supplier Coordination.
- Venue Selection Criteria.
- Event Suitability and Capacity.

Unit 3:

Stage Management, Dining, and Entertainment:

- Event Stage Management.
- Message Alignment and Brand Consistency.
- Welcome Desk Setup and Operation.
- Sets and Staging Coordination.
- Corporate Identity Integration.
- Dining Options and Protocols.

- Risk Assessment and Safety Measures.

Unit 4:

Managing the Media at Your Events:

- Objectives Alignment and Focus.
- Media Event Considerations and Benefits.
- Generating News Opportunities.
- Media Invitation and Press Release Management.
- Press Office Setup and Operation.
- Media Engagement Strategies and Resources.

Unit 5:

Invitations, VIPs, and Bringing it All Together:

- Audience Engagement Strategies.
- Event Invitation Planning for Various Occasions.
- Protocol Guidelines for Invitations.
- Importance of RSVP Management.
- VIP Engagement and Protocol.
- Meet-and-Greet Protocols.
- Hosting, Farewell, and Follow-Up Procedures.