

# € TRAINING

Public Relations International Protocol and  
Events

A photograph of four smiling professionals in a meeting room. A woman in a black top and necklace is in the foreground, looking towards the camera. Behind her are three other people (two men and one woman) in white shirts, looking towards the right. The background is a bright, modern office setting.

10 - 14 March 2025  
Madrid (Spain)



# Public Relations International Protocol and Events

REF: X1443 DATE: 10 - 14 March 2025 Venue: Madrid (Spain) - Fee: 5300 Euro

## Introduction:

The Public Relations International Protocol and Events program is a specialized training focusing on equipping professionals with the necessary skills and knowledge to navigate diplomatic and cultural protocols in international settings. Through hands-on exercises and case studies, individuals develop proficiency in planning, executing, and managing international events while fostering positive relationships across diverse cultural contexts.

## Program Objectives:

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

- Explain how to behave correctly in both business and social situations
- Describe how to interact and communicate effectively with different types of guests
- Demonstrate appropriate personal and professional conduct
- Plan VIP visits and formal occasions while executing the role of the ideal host
- Apply proper communication etiquette
- Implement different variations in protocol and etiquette from different cultures, nations, and regions

## Targeted Audience:

- Personnel officers
- Public relations professionals
- Events organizers
- Personal assistants
- Employees in the hospitality business and all those whose position requires dealing and interacting with important persons in both government and private sectors.

## Program Outlines:

### Unit 1:

#### Exploring Public Relations: Roles, Ethics, and Law:

- Shaping the Overall Impression

- Reflecting the Image
- Navigating Perception and Response
- Ethical Standards and Moral Behavior
- Legal Frameworks: Charter of Practice and IPR
- Contractual and Copyright Issues

## Unit 2:

### Global Media Engagement and PR Sources:

- Consulting Firms and Media Organizations
- Considerations for Hiring an International Consulting Firm
- Advantages and Disadvantages of Consulting Firms
- Public Perception and Leadership Communication
- Leveraging Media Coverage Opportunities
- Utilizing UNITEL and World News Service UNS

## Unit 3:

### Six Points Created by Frank J fkins To Plan a Public Relations Program:

- Evaluate the situation.
- determining the goal.
- Select the audience.
- Choice of means.
- Program Evaluation.
- Budgets.

## Unit 4:

### Public Relations, Crisis Management, and Rules of Protocol:

- Understanding Crisis Management
- Adaptation Strategies during Crisis

- Evaluation, Planning, and Team Dynamics
- Human Nature and Needs
- Reception Skills and VIP Etiquette
- Managing VIP Visits and International PR

## Unit 5:

### Information Technology and Performance Improvement:

- Information Network Local International Opportunities and Risks.
- Email and how to deal with it.
- The art of designing and preparing media materials.
- Designing public relations pages on international information networks.
- The art of public opinion and media by email.
- Preparation of databases on international public relations.