



المركز العالمي للتدريب والتطوير
International Centre For Training & Development



PROTOCOL & Event Management



INTERNATIONAL ACCREDITATION ORGANIZATION



UNIVERSITY OF ROCKHAMPTON
MAKING THE DIFFERENCE



Course Introduction:

This seminar 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 provide business people with the most powerful of opportunities to influence their colleagues, clients and investors. Smooth well run events reflect well on any business building its reputation and standing. This seminar provides a comprehensive grounding in all the basics of event management allowing attendees to effectively organize their own events or more closely manage contractors organizing events for them.

Key highlights of the seminar are:

- What events can do for your PR and marketing strategy
- Scheduling techniques to plan and deliver an event
- Practical hints and tips on venue choice, stage management and different types of dining
- Managing the media at your events to multiply outcomes
- Advice on looking after guests and protocol for VIPs

Course Objectives:

At the end of the seminar delegates will have an understanding of the theoretical basis for the application of events as part of their PR or Marketing Strategy.

- Delegates will be able to schedule and plan an event
- Delegates will be familiar with a range of events they are likely to engage in and the requirements for their successful delivery
- Delegates will be able to identify the most appropriate venues and activities for their events
- Delegates will be able to manage the media at their events with confidence
- Delegates will be able to troubleshoot event plans to identify potential problem areas before they emerge

Who Should Attend?

This seminar is relevant to anyone likely to have responsibility for the delivery of events for their organization but new to the concepts and practicalities of this facet of corporate communications.

- 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

Course Outline:

The role of events in a Public Relations or Marketing strategy

- An overview of Public Relations and how events fit in
- Events and the PR Transfer Process
- Strengths and weaknesses of events as a form of communication
- The Six Point PR Plan and its application to event management
- Assessing your needs
- The importance of clarity of purpose
- The importance of the audience
- Choosing the event to fit the objective
- Budget - staff, time, materials money
- Evaluating the event success
- A review of the different types of event available

Event planning, the theory and practice

- Scheduling - the long term plan
- Event running order - timing of an event
- Budget control
- Managing suppliers
- Venue considerations
- Suitability for event - support for the message
- Size - capacity
- Type
- Access
- Accommodation
- Layout for different events - Seating etc

Stage Management, Dining and Entertainment. Health and safety

- "Stage management" of the event
- Ensuring the event is on message and on brand
- Welcome desk - set up and management
- Sets and staging
- Corporate identity on display
- Food can be part of the message
- Different types of dining for different events and practical implications
- Dining protocol - formal dinner, informal eating
- Choosing catering suppliers - in house with venue or external
- Entertainment and music at your event
- Managing entertainers at events

- Staying safe - Risk assessment and events
- Addressing risk areas at events

Managing the Media at your Events

- Keeping your objectives in mind
- Is it a media event - what's in it for them?
- Generating news through an event
- Inviting the media - invitations and press releases
- The press office - Staffing, setting up and running it
- The press pack and gifts
- Conducting interviews and briefing interviewees
- Managing filming on site
- Photography at your event
- Involving your in-house media

Invitations, VIPs and bringing it all together

- Getting your audience there
- Invitation process for different types of event
- Invitation protocols
- The importance of RSVP
- Working with VIPs
- Invitations
- Meet and greet
- Hosting and farewell
- Follow up
- Building an event management team
- Event planning exercise involving all elements discussed through the week

Course Certificate:

International Center for Training & Development (ICTD) will award an internationally recognized certificate(s) for each delegate on completion of training.

Course Fees:

To be advised as per the course location. This rate includes participant's manual, hand-Outs, buffet lunch, coffee/tea on arrival, morning & afternoon of each day.

Course Methodology:

A variety of methodologies will be used during the course that includes:

- (30%) Based on Case Studies
- (30%) Techniques
- (30%) Role Play
- (10%) Concepts
- Pre-test and Post-test
- Variety of Learning Methods
- Lectures
- Case Studies and Self Questionnaires
- Group Work
- Discussion
- Presentation

Course Timings:

Daily Course Timings:

08:00 - 08:20	Morning Coffee / Tea
08:20 - 10:00	First Session
10:00 - 10:20	Coffee / Tea / Snacks
10:20 - 12:20	Second Session
12:20 - 13:30	Lunch Break & Prayer Break
13:30 - 15:00	Last Session

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