



*Training Course:
Protocol & Event Management*

*24 March - 4 April 2025
Amsterdam (Netherlands)
Grand Hotel Amrâth Amsterdam*

Training Course: Protocol & Event Management

Training Course code: MA1929 From: 24 March - 4 April 2025 Venue: Amsterdam (Netherlands) - Grand Hotel Amrâth
Amsterdam Training Course Fees: 8400 € Euro

Introduction:

Global Horizon Training Center is proud to offer a comprehensive training program in Protocol & Event Management. This program is designed to equip professionals with the skills and knowledge necessary to plan, organize, and execute successful events while adhering to proper protocol standards. Our expert trainers will guide participants through a rigorous 10-day curriculum that covers a range of topics, including cultural sensitivity, budgeting and financial management, crisis management, and evaluation and feedback. By the end of this program, participants will have a deep understanding of protocol and event management best practices, enabling them to create memorable and successful events that leave a lasting impression on all stakeholders involved. Join us to elevate your event management skills and take your career to the next level!

Objectives:

The main objectives of this training program are to:

- Understand the principles of protocol and how to apply them in event management.
- Learn how to plan, organize and execute successful events.
- Develop skills to effectively communicate with stakeholders involved in an event.
- Understand the importance of cultural awareness and sensitivity when dealing with different groups of people.
- Learn how to create and manage budgets for events.
- Learn how to evaluate the success of an event.

Target Audience:

This training program is suitable for professionals who are involved in event management, including:

- Event planners and coordinators
- Protocol officers
- Public relations officers

- Marketing and communication professionals
- Hospitality and tourism professionals
- Government officials
- Non-profit organizations

Outlines:

Day 1:

Introduction to Protocol & Event Management

- Overview of the program
- Definition of protocol
- Importance of protocol in event management
- Principles of protocol

Day 2:

Event Planning and Preparation

- Understanding the purpose of an event
- Identifying the target audience
- Setting goals and objectives
- Selecting a venue and coordinating logistics
- Developing a timeline and action plan

Day 3:

Event Communication and Marketing

- Communicating with stakeholders
- Creating marketing materials

- Developing a media plan
- Handling media inquiries and interviews
- Utilizing social media

Day 4:

Cultural Awareness and Sensitivity

- Understanding cultural differences
- Demonstrating cultural sensitivity
- Managing cultural expectations
- Avoiding cultural faux pas

Day 5:

Budgeting and Financial Management

- Developing a budget for an event
- Identifying potential revenue sources
- Managing expenses
- Tracking financial performance

Day 6:

Protocol and Etiquette

- Introduction to protocol and etiquette
- Protocol for different types of events
- Seating arrangements and table settings
- Greeting and introductions
- Dress codes

Day 7:

Event Execution

- Coordinating event logistics
- Managing staff and volunteers
- Ensuring safety and security
- Handling unexpected situations

Day 8:

Evaluation and Feedback

- Evaluating the success of an event
- Collecting feedback from stakeholders
- Identifying areas for improvement
- Developing a post-event report

Day 9:

Crisis Management and Contingency Planning

- Understanding potential risks and threats
- Developing a crisis management plan
- Identifying roles and responsibilities
- Managing communication during a crisis

Day 10:

Case Studies and Best Practices

- Analyzing successful events
- Identifying best practices in event management
- Applying the principles learned throughout the program
- Developing an action plan for future events

Registration form on the Training Course: Protocol & Event Management

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Complete & Mail or fax to Global Horizon Training Center (GHTC) at the address given below

Delegate Information

Full Name (Mr / Ms / Dr / Eng):
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 Personal E-Mail:
 Official E-Mail:

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 City / Country:

Person Responsible for Training and Development

Full Name (Mr / Ms / Dr / Eng):
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Payment Method

- Please find enclosed a cheque made payable to Global Horizon
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