



*Training Course:
Strategic Public Relations, Protocol and Travel
Management*

*3 - 7 November 2025
Amsterdam (Netherlands)*

Training Course: Strategic Public Relations, Protocol and Travel Management

Training Course code: MA234871 From: 3 - 7 November 2025 Venue: Amsterdam (Netherlands) - Training Course Fees: 5500 € Euro

Introduction

This five-day professional training in Strategic Public Relations, Protocol & Travel Management is designed to build on candidates' existing knowledge of strategic PR and enable them to apply tactical skills and key aspects of the protocol.

Methodology

The training methodology combines lectures, discussions, group exercises, and illustrations. Participants will gain both theoretical and practical knowledge of the topics. The emphasis is on the practical application of the topics and as a result participants will go back to the workplace with both the ability and the confidence to apply the techniques learned to their duties.

Target Audience

Public Relations managers, Supervisors, Officers, and Others who perform related functions both in the public and private sector

Content:

Outlines:

Day 1:

What is PR - Public Relations?

- Objectives and key elements of Public Relations
- Importance, benefits, and challenges of Public Relations Management
- How PR differs from marketing, advertising, and sales
- Advantages and disadvantages of all PR options
- Importance of PR internally

PR channels

- Print media and its current and likely future role in PR
- Television and the impact it can have

- Radio - relying on voice only
- Mobile technology and increasing accessibility
- Social media and multi-media - growth, complexity, and impact

Day 2:

Writing for all media

- What makes a good story?
- How to win and keep the reader's attention
- Writing for print: marketing materials, news, features, editorial, and letters
- Press releases that are published and not ignored
- Writing effectively for electronic media

Target markets

- Requirements of target audiences and stakeholders
- What are your competitors doing and how successfully?
- Identifying the most appropriate way to reach your audiences
- Pitfalls to avoid on messages and content

Day 3:

PR events and activities

- Organizing, preparing for and delivering presentations
- Visits to your organization by media and journalists
- Lobbying: advantages, risks and impact
- Sponsorship: maximizing return on investment ROI
- Corporate social responsibility

The right documents, at the right time, in the right place

- Organizing passports, processing visas and overcoming the complexities and problems

- Compliance with entry requirements and immigration rules
- Ensuring the health, safety and security of staff and visitors
- Booking tickets; timetables; time differences; holidays; cancellations
- Airport procedures, requirements and duties

Day 4:

Accommodation and international travel requirements

- Factors to choose and book the most appropriate hotel and rooms
- Customer and protocol requirements; preferred hotels list; change in plans; families
- Car transport; tolls; parking; rental; security; motorcades
- Meeting the demands of business travel: payment methods and exchange rates
- Methods to research all possible options and prioritise the best

Exhibitions, conferences, visits and events - nationally and internationally

- Planning and organizing events, conferences and visits
- Organizing, exhibiting and attending exhibitions
- Trade visits and the protocol for them
- Greeting foreign dignitaries, flying flags correctly and meeting expectations
- Order of precedence for official ceremonies

Day 5:

Budgeting and cost control

- Budgeting accurately and meaningfully
- Monitoring authorization, approvals, expenditure, allowances, expenses and receipts
- Cost control for ensuring that expenses are legitimate
- Cancellations, claims, reimbursements, hospitality
- Insurance which is robust, appropriate and up-to-date

Registration form on the Training Course: Strategic Public Relations, Protocol and Travel Management

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

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Full Name (Mr / Ms / Dr / Eng):
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Person Responsible for Training and Development

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

- ☐ Please find enclosed a cheque made payable to Global Horizon
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