



*Training Course:
Protocol & Event Management (Certified Event
Specialist)*

*15 - 19 June 2026
Milan (Italy)*

Training Course: Protocol & Event Management (Certified Event Specialist)

Training Course code: RR5010 From: 15 - 19 June 2026 Venue: Milan (Italy) - Training Course Fees: 5775 € Euro

Introduction

This seminar equips businesses to leverage events as powerful tools for PR and marketing. It provides a comprehensive grounding in event management, enabling attendees to plan and execute events or oversee contractors effectively. Key topics include event scheduling, venue selection, stage management, and VIP protocol. Participants will learn to manage media to amplify outcomes and enhance their brand reputation. The seminar emphasizes practical strategies to ensure smooth, impactful events.

Objectives

- 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

Target Audience

- Public Relations professionals
- Marketing managers and executives
- Event planners and coordinators
- Corporate communication teams
- Brand managers and marketing strategists
- Senior executives and decision-makers in charge of organizing corporate events
- Media relations specialists
- Hospitality professionals

Course Outlines

DAY 1

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 the event available

DAY 2

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 an event - support for the message
- Size - capacity
- Type
- Access
- Accommodation
- Layout for different events - Seating etc

DAY 3

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 a 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

DAY 4

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 to film on site
- Photography at your event
- Involving your in-house media

DAY 5

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

Registration form on the Training Course: Protocol & Event Management (Certified Event Specialist)

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

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