



*Training Course:
Excellence in Customer Service, Protocol, and
Events Management*

*12 - 23 October 2026
Casablanca (Morocco)*

Training Course: Excellence in Customer Service, Protocol, and Events Management

Training Course code: RR235661 From: 12 - 23 October 2026 Venue: Casablanca (Morocco) - Training Course Fees: 7350 € Euro

Introduction:

In today's dynamic and competitive environment, the quality of customer service, the observance of professional protocol, and the management of well-executed events play a crucial role in shaping organizational success. This comprehensive 2-week training program is designed to equip professionals with the knowledge, skills, and tools to excel in customer interactions, maintain high standards of protocol, and deliver memorable events that meet and exceed expectations.

Customer service goes beyond resolving issues; it's about building trust, fostering loyalty, and creating a positive brand image. Protocol management ensures that every interaction and event adheres to cultural and organizational norms, maintaining professionalism and respect. Effective event management combines creativity, strategic planning, and meticulous execution to ensure that every detail contributes to the success of the occasion.

This program offers an integrated approach, blending customer service excellence with the intricacies of protocol management and event planning. Participants will gain insights into managing diverse client expectations, addressing cultural sensitivities, and delivering seamless events in both corporate and diplomatic settings. Whether you are managing day-to-day customer interactions, coordinating high-profile meetings, or organizing large-scale conferences, this program is tailored to provide actionable strategies and practical skills that can be applied immediately.

Target Audience:

- Customer service professionals aiming to enhance their skills.
- Event planners and coordinators seeking to master event management.
- Protocol officers working in corporate or diplomatic environments.
- Administrative professionals involved in customer service or event-related responsibilities.
- Any individual aspiring to excel in customer satisfaction, professional etiquette, and event delivery.

Program Objectives:

By the end of the program, participants will be able to:

- Master customer service strategies to ensure client satisfaction and loyalty.
- Implement effective communication techniques to handle diverse clients and situations.
- Understand and apply professional protocols in different cultural and corporate settings.

- Plan, organize, and execute events with a focus on detail, efficiency, and professionalism.
- Manage challenges in customer interactions, protocol adherence, and event logistics.

Outlines:

Week 1: Customer Service and Protocol Management

- **Day 1: Foundations of Customer Service Excellence**
 - Principles of customer-centric service.
 - Understanding customer needs and expectations.
- **Day 2: Advanced Communication and Interpersonal Skills**
 - Active listening, empathy, and rapport-building.
 - Handling complaints and turning them into opportunities.
- **Day 3: Managing Difficult Clients and Conflict Resolution**
 - Techniques to manage challenging situations.
 - Stress management for customer-facing roles.
- **Day 4: Understanding Protocol in Professional Settings**
 - Importance of protocol in business and formal events.
 - Cultural sensitivities and etiquette essentials.
- **Day 5: Protocol Practices in Corporate and Diplomatic Environments**
 - Dress codes, formal greetings, and seating arrangements.
 - Hosting VIPs and high-profile individuals.

Week 2: Events Management

- **Day 6: Introduction to Events Planning and Management**
 - Types of events and their specific requirements.
 - Key phases of event planning: Pre-event, event day, and post-event.
- **Day 7: Budgeting, Logistics, and Vendor Coordination**
 - Preparing event budgets and managing costs.

- Coordinating with vendors, suppliers, and venues.
- **Day 8: Event Marketing and Promotion**
 - Strategies to promote events effectively.
 - Leveraging digital and traditional media for outreach.
- **Day 9: Managing On-Site Event Operations**
 - Event setup, attendee management, and troubleshooting.
 - Ensuring seamless execution and guest satisfaction.
- **Day 10: Post-Event Activities and Evaluation**
 - Closing procedures, feedback collection, and analysis.
 - Reporting and improving future events based on lessons learned.

Registration form on the Training Course: Excellence in Customer Service, Protocol, and Events Management

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

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