



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

*8 - 19 June 2026
Madrid (Spain)*

Training Course: Strategic Public Relations, Protocol and Travel Management

Training Course code: MA1928 From: 8 - 19 June 2026 Venue: Madrid (Spain) - Training Course Fees: 9450 € Euro

Introduction:

This training program is designed by Global Horizon Training Center to provide participants with a comprehensive understanding of strategic public relations, protocol, and travel management. The course is designed for professionals who are responsible for managing public relations activities, organizing events, and coordinating travel arrangements for executives. This program will equip participants with the necessary skills and knowledge to effectively manage public relations, protocol, and travel in a strategic and efficient manner.

Objectives:

- Develop an understanding of the principles of strategic public relations, protocol, and travel management.
- Gain knowledge of the best practices and strategies for managing public relations, protocol, and travel.
- Learn how to effectively plan and execute events, conferences, and meetings.
- Develop skills in communication, negotiation, and conflict resolution.
- Learn how to manage stakeholders and build relationships with clients and partners.
- Understand the importance of brand management and reputation management in public relations.

Target Audience:

This training program is designed for professionals who are responsible for managing public relations activities, organizing events, and coordinating travel arrangements for executives. The program is ideal for:

- Public relations managers and executives
- Event managers and coordinators
- Protocol officers and coordinators
- Travel managers and coordinators
- Executive assistants and personal assistants

Outlines:

Day 1: Introduction to Strategic Public Relations, Protocol, and Travel Management

- Overview of the course and learning objectives
- Principles of strategic public relations, protocol, and travel management
- Case studies and examples of successful public relations, protocol, and travel management

Day 2: Planning and Executing Events

- Understanding event planning and management
- Event logistics and coordination
- Developing event budgets and timelines

Day 3: Communication and Relationship Building

- Effective communication skills for public relations, protocol, and travel management
- Building relationships with stakeholders and partners
- Conflict resolution and negotiation skills

Day 4: Brand Management and Reputation Management

- Understanding the importance of brand management and reputation management in public relations
- Developing a brand strategy and managing brand reputation
- Crisis management and communication planning

Day 5: Protocol and Etiquette

- Understanding protocol and etiquette in different cultures and settings
- Diplomacy and protocol in government and international organizations
- Protocol for official visits and events

Day 6: Travel Management

- Planning and coordinating travel for executives and VIPs
- Safety and security considerations for travel management
- Managing travel budgets and expenses

Day 7: Protocol and Ceremonial Events

- Understanding ceremonial events and their significance
- Planning and managing ceremonial events
- Protocol for state and official visits

Day 8: Social Media and Digital Marketing

- Overview of social media and digital marketing for public relations
- Developing a social media strategy
- Measuring and evaluating social media campaigns

Day 9: Public Speaking and Media Relations

- Developing effective public speaking skills
- Media relations and media management
- Crisis communication planning and management

Day 10: Review and Assessment

- Review of the course material and key concepts
- Assessment and evaluation of the learning outcomes
- Closing remarks and feedback session

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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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
- Please invoice me
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