



*Training Course:
Event Management & Protocol*

*3 - 7 January 2027
Dubai (UAE)*

Training Course: Event Management & Protocol

Training Course code: MA236255 From: 3 - 7 January 2027 Venue: Dubai (UAE) - Training Course Fees: 5200 € Euro

Introduction

In today's competitive business environment, events are a powerful tool to enhance PR, marketing, and stakeholder engagement. Well-executed events create opportunities for face-to-face communication, strengthen organizational reputation, and leave a lasting impression on clients, colleagues, and investors.

This Protocol & Event Management training seminar, designed by [Global Horizon Training Center](#), equips participants with the practical skills and knowledge to plan, manage, and deliver successful events. The program covers all aspects of event management, from initial planning to execution, including protocol for VIPs, media engagement, and ensuring seamless operations.

Objectives

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

- Integrate events into PR and marketing strategies effectively.
- Plan and schedule events with clear objectives and timelines.
- Understand different types of events and their specific requirements.
- Select appropriate venues and design event layouts to maximize impact.
- Confidently manage media, press, and communications at events.
- Identify and mitigate potential challenges before and during events.

Target Audience

- Middle and senior managers responsible for event delivery or oversight.
- Operational managers managing teams involved in event execution.
- Executives and board-level managers leveraging events as part of PR and marketing strategy.
- Professionals new to corporate event management seeking practical, hands-on knowledge.

Course Outline

Day 1 - The Role of Events in PR & Marketing Strategy

- Understanding PR and the role of events
- The PR transfer process and six-point PR plan
- Assessing organizational needs and event objectives

- Matching event type to target audience
- Overview of different event formats
- Writing a compelling event proposal

Day 2 - Event Planning & Scheduling

- Planning and scheduling techniques
- Developing event running orders and timelines
- Budgeting: staff, materials, and operational costs
- Venue selection and accommodation planning
- Layout design for different event types seating, staging, etc.

Day 3 - Stage Management, Catering & Safety

- Stage and program management to ensure smooth flow
- Aligning event messaging with organizational brand
- Welcome desk operations and guest management
- Sets, staging, and corporate identity integration
- Catering, entertainment, and music considerations
- Health, safety, and risk assessment procedures

Day 4 - Media & Communications Management

- Creating media opportunities from events
- Media invitations, press releases, and press packs
- Conducting interviews and briefing speakers
- Documentation: photography, video, and in-house media utilization

Day 5 - Invitations, VIP Protocol & Team Coordination

- Managing invitations and event protocols
- Working with VIPs: meet-and-greet, hosting, and farewell
- Ensuring follow-up and post-event engagement
- Building and leading an effective event management team
- Final group exercise: Planning a full-scale corporate event

Registration form on the Training Course: Event Management & Protocol

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

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