



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

*2 - 6 August 2027
Amsterdam (Netherlands)*

Training Course: Strategic Public Relations, Protocol and Travel Management

Training Course code: MA234871 From: 2 - 6 August 2027 Venue: Amsterdam (Netherlands) - Training Course Fees: 5775 € Euro

Introduction

This five-day professional program is designed to enhance participants' knowledge of **strategic public relations** while providing practical skills in **protocol and travel management**. Participants will learn to plan, execute, and manage PR initiatives effectively, while ensuring smooth organizational operations in protocol and travel-related functions.

Program Objectives

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

1. Understand the fundamentals of strategic public relations and how to apply them effectively.
2. Differentiate between PR, marketing, advertising, and sales to select the most suitable communication strategy.
3. Develop writing and communication skills for print, electronic, and social media channels.
4. Plan, organize, and execute PR events and activities professionally.
5. Manage travel logistics efficiently, including passports, visas, tickets, and accommodations.
6. Apply protocol standards for meetings, official visits, and international events.
7. Implement budgeting and cost-control measures to ensure effective use of resources.
8. Enhance the organization's professional image through consistent PR, protocol, and travel management practices.

Target Audience

This program is suitable for:

- Public Relations Managers, Supervisors, and Officers
- Communications Professionals in the public and private sectors
- Administrative Staff involved in protocol and official travel
- Anyone responsible for managing organizational image, events, or travel logistics

Training Outline

Day 1: Foundations of Public Relations

- What is PR - Public Relations?
- Objectives and Key Elements of PR

- Importance, Benefits, and Challenges of PR Management
- Distinguishing PR from Marketing, Advertising, and Sales
- Advantages and Limitations of PR Options
- Importance of Internal PR
- PR Channels Overview:
 - Print Media: Current Role and Future Trends
 - Television: Reach and Impact
 - Radio: Voice-Only Communication
 - Mobile Technology: Accessibility and Growth
 - Social Media & Multimedia: Complexity and Influence

Day 2: Writing and Communication Skills

- Writing for All Media: Principles and Best Practices
- Crafting Stories that Capture Attention
- Writing for Print: Marketing Materials, News, Features, Editorials, and Letters
- Press Releases: How to Ensure Publication and Engagement
- Writing Effectively for Electronic Media
- Understanding Target Audiences and Stakeholders
- Analyzing Competitors' Communication Strategies
- Choosing the Most Effective Channels for Your Messages
- Common Pitfalls in Messaging and Content

Day 3: PR Events, Activities & Travel Essentials

- Organizing, Preparing, and Delivering Presentations
- Hosting Media Visits and Journalists
- Lobbying: Advantages, Risks, and Impact
- Sponsorship: Maximizing ROI
- Corporate Social Responsibility Initiatives
- Travel Management Essentials:
 - Passport and Visa Processing
 - Compliance with Entry and Immigration Rules
 - Health, Safety, and Security Considerations
 - Flight Bookings, Timetables, Time Differences, Holidays, Cancellations
 - Airport Procedures and Duties

Day 4: Accommodation, Transport & Protocol

- Selecting and Booking Appropriate Hotels and Rooms
- Meeting Customer and Protocol Requirements
- Car Transport, Toll Management, Parking, Rentals, Security, and Motorcades
- Business Travel Requirements: Payment Methods, Exchange Rates
- Organizing Events, Exhibitions, Conferences, Visits National & International
- Trade Visits and Protocol:
 - Greeting Dignitaries
 - Flying Flags and Meeting Expectations
 - Order of Precedence in Official Ceremonies

Day 5: Budgeting, Cost Control & Travel Administration

- Budgeting Accurately and Effectively
- Monitoring Authorizations, Approvals, Expenditures, Allowances, and Receipts
- Cost Control: Ensuring Expenses are Legitimate
- Managing Cancellations, Claims, Reimbursements, and Hospitality
- Ensuring Comprehensive and Updated Travel Insurance

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

Delegate Information

Full Name (Mr / Ms / Dr / Eng):
Position:
Telephone / Mobile:
Personal E-Mail:
Official E-Mail:

Company Information

Company Name:
Address:
City / Country:

Person Responsible for Training and Development

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

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