Global Horizon
TRAINING CENTER



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

24 - 28 November 2019
Baku (Azerbaijan)

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Training Course code: RR5010 From: 24 - 28 November 2019 Venue: Baku (Azerbaijan) - Training Course Fees: 5250 Euro

Introduction

This seminar is a must for any business aiming to include events as part of their Public Relations and Marketing activities. The face to face communication opportunities created by events provides business people with the most powerful opportunities to influence their colleagues, clients, and investors. Smooth well run events reflect well on any business building its reputation and standing. This seminar provides a comprehensive grounding in all the basics of event management allowing attendees to effectively organize their own events or more closely manage contractors organizing events for them.

Key highlights of the seminar are:

- What events can do for your PR and marketing strategy
- Scheduling techniques to plan and deliver an event
- Practical hints and tips on venue choice, stage management and different types of dining
- Managing the media at your events to multiply outcomes
- Advice on looking after guests and protocol for VIPs

Course Objectives of Protocol & Event Management

At the end of the seminar, delegates will have an understanding of the theoretical basis for the application of events as part of their PR or marketing strategy

- 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

Course Methodology of Protocol & Event Management

The training will be delivered through a combination of presentations, group discussions, and group exercises. Delegates will be encouraged to ask questions as the seminar progresses relevant to their own backgrounds and company requirements. The seminar will culminate in a group exercise in which delegates will have an opportunity to apply what has been discussed over the previous four days

Organizational Impact of Protocol & Event Management

- Greater value for money from events
- More focussed events as part of their PR or Marketing strategy which will build and maintain their reputation
- More memorable events aimed at the right people
- An in house resource capable of either organizing events directly
- Staff better informed to provide project oversight of event management suppliers

- Staff capable of ensuring tight budgetary and scheduling control over events

Personal Impact of Protocol & Event Management

- Increased confidence to tackle event management or oversight of event management suppliers
- A strong theoretical basis upon which to make decisions about the best type and format of the event to employ
- A greater understanding of the processes involved in event management
- An understanding of the main elements in event organization
- More focussed activity aided by simple checklists and manuals
- Better time management facilitating the opportunity for greater creativity

Course Outlines of Protocol & Event Management

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

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: .....
Official E-Mail: .....

Payment Method

- ☐ Please find enclosed a cheque made payable to Global Horizon
- ☐ Please invoice me
- ☐ Please invoice my company

Easy Ways To Register

Telephone: +201095004484 to provisionally reserve your place.	Fax your completed registration form to: +20233379764	E-mail to us : info@gh4t.com or training@gh4t.com	Complete & return the booking form with cheque to:Global Horizon 3 Oudai street, Aldouki, Giza, Giza Governorate, Egypt.