



Consulting and Training | Reach New Heights

Course Name

Certificate in Protocol and Event Management

Sector Name

Sales, Marketing and Customer Service

Document Type

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Certificate in Protocol and Event Management

Course Introduction

Protocol and events management skills are highly sought after in many industries, including government, corporate, non-profit, and hospitality sectors. Acquiring expertise in this field can open up new career opportunities and help professionals stand out in a competitive job market.

The Certificate in Protocol and Events Management training is a comprehensive program designed to equip participants with the necessary skills and knowledge to effectively plan, manage, and execute successful events while adhering to proper protocols. This training course covers a wide range of topics, including event planning, protocol procedures, stakeholder management, logistics, event marketing, and post-event evaluation.

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Target Audience

This training course is designed and beneficial for event professionals, protocol officers, marketing and communication professionals, and individuals who are interested in pursuing a career in event management or protocol and wish to gain a comprehensive understanding of the field.

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Certificate in Protocol and Event Management

Learning Objectives

- ✓ Gain a comprehensive understanding of the role and importance of protocol in event management.
- ✓ Familiarize oneself with the key components and processes involved in event planning and execution.
- ✓ Learn the principles and guidelines for proper protocol procedures and etiquette.
- ✓ Effectively handle high-profile guests, VIPs, and diverse cultural contexts with diplomacy and cultural sensitivity.
- ✓ Define event objectives, identify target audiences, and develop event concepts and themes.
- ✓ Obtain the skills in venue selection, logistical considerations, and risk assessment for successful event execution.
- ✓ Develop effective strategies for stakeholder engagement, communication, and management throughout the event planning and execution process.
- ✓ Improve interpersonal skills to establish and maintain professional relationships with stakeholders, including high-profile guests and VIPs.
- ✓ Develop marketing plans, utilize various marketing channels, and create compelling event invitations and promotional materials.
- ✓ Learn how to effectively coordinate event teams and volunteers.

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Certificate in Protocol and Event Management

Course Outline

✓ **01 Day One**

Introduction to Protocol and Events Management

- ✓ Understanding the role of protocol in event management
- ✓ Overview of the event planning process and key components
- ✓ Introduction to protocol procedures and etiquette
- ✓ Importance of cultural sensitivity and diplomatic communication in protocol management

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Course Outline

✓ 02 Day Two

Event Planning and Logistics

- ✓ Defining event objectives and target audience
- ✓ Developing an event concept and theme
- ✓ Selecting appropriate venues and managing logistical considerations
- ✓ Creating event timelines, schedules, and checklists
- ✓ Understanding risk assessment and contingency planning for events

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Course Outline

✓ 03 Day Three

Stakeholder Management and Communication Strategies

- ✓ Identifying key stakeholders and their roles in event management
- ✓ Strategies for effective stakeholder engagement and management
- ✓ Developing communication plans for different stakeholders
- ✓ Enhancing interpersonal skills for successful interactions with high-profile guests and VIPs

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Course Outline

✓ 04 Day Four

Event Marketing and Promotion

- ✓ Introduction to event marketing and promotion
- ✓ Developing an event marketing plan
- ✓ Utilizing various marketing channels, including social media and digital platforms
- ✓ Creating compelling event invitations, press releases, and marketing collateral
- ✓ Exploring sponsorship and partnership opportunities for event success

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Course Outline

✓ 05 Day Five

Event Execution and Post-Event Evaluation

- ✓ Managing event setup, registration, and flow
- ✓ Coordinating event teams and volunteers effectively
- ✓ Conducting post-event evaluation and feedback analysis
- ✓ Measuring event success and identifying areas for improvement
- ✓ Strategies for maintaining professional relationships with stakeholders post-event

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Confirmed Sessions

FROM	TO	DURATION	FEES	LOCATION
Nov. 22, 2026	Nov. 26, 2026	5 days	4250.00 \$	Bahrain , Manama
April 26, 2027	April 30, 2027	5 days	4250.00 \$	UAE , Abu Dhabi
Aug. 30, 2027	Sept. 3, 2027	5 days	4250.00 \$	UAE , Dubai
Jan. 11, 2027	Jan. 15, 2027	5 days	4950.00 \$	England , London

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