



Sales, Marketing and Customer Service

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.

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.

Learning Objectives

At the end of the training course, participants will be able to

- 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.

Course Outline

• 01 Day One

Introduction to Protocol and Events Management

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

• 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

• 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

• 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

• 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

Confirmed Sessions

FROM	TO	DURATION	FEES	LOCATION
April 14, 2025	April 18, 2025	5 days	4250.00 \$	UAE - Abu Dhabi

FROM	TO	DURATION	FEES	LOCATION
Aug. 18, 2025	Aug. 22, 2025	5 days	4250.00 \$	UAE - Dubai
Nov. 16, 2025	Nov. 20, 2025	5 days	4250.00 \$	Bahrain - Manama