MERCURY

Corporate Events & Protocol Management

4 – 8 January 2027
Geneva (Switzerland)



Dubai - UAE: +971 4 450 5697
Istanbul - Türkiye: +90 539 599 1206
Amman - Jordan: +962 79 712 3347

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Ref: 16406_1019365 **Date:** 4 – 8 January 2027 **Location:** Geneva (Switzerland) **Fees:** 6500 Euro

Introduction:

Corporate events and protocol management play a pivotal role in shaping an organization's public image and fostering meaningful relationships with stakeholders. This Corporate Events and Protocol Management course equips professionals with the essential skills and knowledge required to plan, execute, and oversee corporate events that align with organizational objectives and adhere to established protocols. Participants will delve into the intricacies of event planning, from conceptualization to execution, ensuring that each event reflects the organization's values and enhances its reputation.

This Corporate Events and Protocol Management program emphasizes understanding the nuances of corporate etiquette, managing VIP guests, and navigating the complexities of international protocols. Through a combination of theoretical insights and practical applications, the training aims to develop proficient event managers capable of handling diverse corporate events with confidence and competence. Attendees will contribute to their organization's success through effective event and protocol management.

Targeted Groups:

This Corporate Events and Protocol Management training targets professionals seeking specialized knowledge and skills:

- Corporate event planners aiming to enhance their expertise.
- Public relations and communications professionals.
- Human resources personnel are involved in employee engagement activities.
- Marketing teams are responsible for brand-related events.
- Administrative staff coordinating executive meetings and conferences.
- Hospitality managers oversee corporate hospitality services.
- Government officials handling public sector events.
- NGO representatives organizing donor and stakeholder events.

Course Objectives:

Participants will achieve the following objectives by completing the Corporate Events and Protocol Management course:

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- Understand the strategic role of events in corporate communication.
- Apply event planning methodologies to design effective events.
- Develop skills to manage event budgets and resources efficiently.
- Master the principles of corporate etiquette and protocol.
- Plan and execute events that align with organizational goals.
- Navigate the complexities of international protocol in event settings.
- Manage logistics and operations to ensure seamless event execution.
- Evaluate event outcomes to measure success and areas for improvement.
- Enhance stakeholder engagement through well-executed events.
- Demonstrate leadership in managing event teams and vendors.

Targeted Competencies:

Participants will gain the following competencies during the Corporate Events and Protocol Management program:

- Strategic thinking in event planning and execution.
- Budgeting and financial management for events.
- Cultural awareness and sensitivity in protocol matters.
- Crisis management and problem-solving skills.
- Effective communication and interpersonal skills.
- Leadership and team management abilities.
- Attention to detail in event logistics.
- Stakeholder analysis and engagement techniques.
- Knowledge of legal and ethical considerations in event management.
- Adaptability to changing circumstances and environments.

Studying Scenarios:

In this Corporate Events and Protocol Management training, participants will develop their skills through the analysis of the following scenarios:

- Planning a corporate gala dinner for international clients.
- Organizing a press conference for a product launch.
- Coordinating a team-building retreat for employees.
- Managing a crisis during a high-profile event.
- Navigating cultural differences in a multinational event setting.

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Course Content:

Unit 1: Foundations of Corporate Events & Protocol:

- Introduction to corporate events and their significance.
- Understanding the role of protocol in corporate settings.
- Types of corporate events: internal vs. external.
- The relationship between events and organizational branding.
- Key principles of corporate etiquette.
- Legal and Ethical Considerations in Event Management.
- Overview of international protocol standards.
- Case studies of successful corporate events.

Unit 2: Event Planning & Coordination:

- Setting objectives and goals for corporate events.
- Developing event timelines and schedules.
- Resource allocation and management.
- Selecting and liaising with vendors and suppliers.
- Venue selection and layout planning.
- Catering and hospitality arrangements.
- Transportation and accommodation logistics.
- Risk assessment and contingency planning.

Unit 3: Managing VIPs & Stakeholders:

- Identifying key stakeholders and their roles.
- Protocols for inviting and hosting VIPs.
- Seating arrangements and order of precedence.
- Gift-giving and ceremonial practices.
- Media relations and press management.
- Engaging sponsors and partners.
- Feedback collection and stakeholder communication.
- Post-event follow-up and relationship maintenance.

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Unit 4: Crisis Management & Problem Solving:

- Identifying potential risks and challenges.
- Developing crisis management plans.
- Effective communication during crises.
- Decision-making under pressure.
- Managing media during emergencies.
- Legal implications of crises.
- Case studies of event crises and resolutions.
- Post-crisis evaluation and learning.

Unit 5: Evaluation & Continuous Improvement:

- Setting measurable outcomes for events.
- Methods of data collection and analysis.
- Feedback mechanisms for attendees and stakeholders.
- Assessing the return on investment ROI of events.
- Identifying areas for improvement.
- Implementing changes for future events.
- Benchmarking against industry standards.
- Creating a culture of continuous improvement.

Final Insights & Key Takeaways:

Upon completion, participants will possess a comprehensive understanding of corporate event planning and protocol management, enabling them to execute events that enhance organizational reputation and stakeholder engagement. The skills acquired will empower professionals to navigate complex event scenarios with confidence and proficiency.