MERCURY

Protocol & Event Management Training Course

28 February – 4 March 2027
Cairo (Egypt)



Dubai - UAE: +971 4 450 5697
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Ref: 5010_254822 **Date:** 28 February – 4 March 2027 **Location:** Cairo (Egypt) **Fees:** 3500 Euro

Introduction:

Enhance your event management skills and deepen your understanding of protocol with our comprehensive protocol and event management training course, designed for professionals eager to excel in the dynamic field of event planning and execution.

Whether you're looking to earn a certificate in event management or considering a master's in event management, this protocol and event management course is tailored to equip you with the expertise needed for success.

This protocol and event management course is essential for businesses integrating events into their public relations and marketing endeavors. The direct interactions facilitated by events offer unparalleled opportunities to sway colleagues, clients, and investors. A well-executed event can significantly boost a company's reputation.

This protocol and event management course provides thorough foundational knowledge. It empowers participants to organize events efficiently or oversee external event contractors effectively.

Incorporating Protocol and Event Management Best Practices

Understanding what event management is and what protocol is in event management is crucial. This course segment delves into the nuances of protocol event management, ensuring that participants can handle high-profile events with aplomb.

During the event planning training seminar and the event management workshop, attendees will engage in hands-on exercises to hone their skills. This real-world application ensures that whether you're seeking event management near me or aiming to complete an event management course, you'll leave with a profound capability to manage events of all scales and types.

Find the nearest event management conference or embark on an events management course to kick-start your journey. A degree in event management can open doors to remarkable career opportunities, and our event management program is the perfect starting point. Join us now and start planning your path toward becoming a master in the art of events.

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Targeted Groups:

- Middle and Senior Managers are directly involved in event delivery or managing event management subcontractors.
- This protocol and event management course is for Senior Operational Managers responsible for managing teams whose role includes event management.
- Senior to Board Level Managers employing events in the PR and marketing strategies.
- PR professionals.
- Marketing professionals.
- This protocol and event management course is for individuals seeking to enhance their career opportunities through new experiences in event management.

Course Objectives:

By the end of this protocol and event management course, participants will have the ability to:

- Schedule and meticulously plan an event.
- Gain familiarity with a diverse range of event types and their delivery requirements.
- Identify optimal venues and activities tailored to their events.
- Manage media presence with confidence.
- Proactively troubleshoot to preempt potential issues.
- Leverage events to amplify PR and marketing strategies.
- Gain actionable insights on venue selection, stage management, and dining styles.
- Learn how to master guest relations and VIP protocol.

Targeted Competencies:

At the end of this protocol and event management course, the target audience will be able to improve the following:

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- Learn how to be aptitude in tackling event management or supervising vendors.
- Understand theoretical grounding for informed event type and format decision-making.
- Identify comprehensive knowledge of event management processes.
- Understand the main elements of event organization.
- Learn how to improve organization skills via straightforward checklists and guides.
- Enhanced time management skills, paving the way for innovation.
- Effective communication.
- Strategic planning.
- Organization.
- Task assessment skills.

Course Content:

Unit 1: The Role of Events in a PR or Marketing Strategy:

- Explore the relationship between Public Relations and events.
- What is discussion-making on events and the PR transfer process?
- Learn how to analyze events as a potent communication tool.
- Apply the Six Point PR Plan to event management.
- Assessing your needs
- The importance of clarity of purpose
- The importance of the audience
- Matching events to desired outcomes.
- Budget considerations.
- Review event success.
- Explore a variety of event types.

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Unit 2: Event Planning, The Theory, and Practice:

- Understand long-term scheduling and event timelines.
- Event running order - the timing of an event.
- Budget control.
- Managing suppliers.
- Venue considerations.
- Understand suitability for the event and how to support the message.
- Size - capacity.
- Type.
- Access.
- Accommodation.
- What is the layout for different events and seating?

Unit 3: Stage Management, Dining, and Entertainment:

- "Stage management" of the event.
- Ensuring the event is on message and on-brand.
- Welcome to the desk and to set up and manage.
- Sets and staging.
- Corporate identity on display.
- Food can be part of the message.
- Understand the Different types of dining for other events and their practical implications.
- Dine protocol - formal dinner, informal eating.
- Choosing catering suppliers - in-house with the venue or external.
- What is the entertainment and music at your event?
- Manage entertainers at events.
- Staying safe - Risk assessment and events.
- Address risk areas at events.

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Unit 4: Managing the Media at Your Events:

- Keep your objectives in mind.
- Is it a media event - what's in it for them?
- Generate news through an event.
- Invite the media - invitations and press releases.
- The press office and how to staff, set up and run it.
- The press pack and gifts.
- Conduct interviews and brief interviewees.
- Manage filming on site.
- Photography at your event.
- Involve your in-house media.

Unit 5: Invitations, VIPs, and Bringing it All Together:

- Get your audience there.
- Learn how to use the invitation process for different types of events.
- Invitation protocols.
- The importance of RSVP.
- Working with VIPs.
- Invitations.
- Meet and greet.
- Hosting and farewell.
- Follow up.
- Build an event management team.
- Event planning exercise involving all elements discussed throughout the week.