



SCANDINAVIAN ACADEMY
For Training and Development

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Course: Protocol & Event Management (Professional Event Specialist)

Code	City	hotel	Start	End	price	Hours
299	Beijing (China)	Hotel Meeting Room	2025-02-24	2025-03-28	5450 €	25

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 provide business people with the most powerful of 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 organise their own events or more closely manage contractors organising 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

Objectives

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

Training Methodology

The training will be delivered through a combination of presentations, group discussion 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

Organisational Impact

- 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 organising 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

- 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 event to employ
- Greater understanding of the processes involved in event management
- An understanding of the main elements in event organisation
- More focussed activity aided by simple checklists and manuals
- Better time management facilitating the opportunity for greater creativity

SEMINAR OUTLINE

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 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 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 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 filming 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



The Scandinavian Academy for Training and Development employs modern methods in training and skills development, enhancing the efficiency of human resource development. We follow these practices:

• **Theoretical Lectures:**

- We deliver knowledge through advanced presentations such as PowerPoint and visual materials, including videos and short films.

• **Scientific Assessment:**

- We evaluate trainees skills before and after the course to ensure their progress.

• **Brainstorming and Interaction:**

- We encourage active participation through brainstorming sessions and applying concepts through role play.

• **Practical Cases:**

- We provide practical cases that align with the scientific content and the participants specific needs.

• **Examinations:**

- Tests are conducted at the end of the program to assess knowledge retention.

• **Educational Materials:**

- We provide both printed and digital scientific and practical materials to participants.

• **Attendance and Final Result Reports:**

- We prepare detailed attendance reports for participants and offer a comprehensive program evaluation.

• **Professionals and Experts:**

- The programs scientific content is prepared by the best professors and trainers in various fields.

• **Professional Completion Certificate:**

- Participants receive a professional completion certificate issued by the Scandinavian Academy for Training and Development in the Kingdom of Sweden, with the option for international authentication.

• **Program Timings:**

- Training programs are held from 10:00 AM to 2:00 PM and include coffee break sessions during lectures.