



SCANDINAVIAN ACADEMY
For Training and Development

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Course: The Integrated Program in Protocol, Business Etiquette & Event Management

Code	City	Hotel	Start	End	Price	Language - Hours
PR-930	Madrid (Spain)	Hotel Meeting Room	2027-02-22	2027-03-05	8950 €	En - 50

Introduction

Events are a strategic tool in public relations and corporate marketing, while protocol and business etiquette are essential components for building a professional image and enhancing organizational reputation. This program equips participants with advanced knowledge and practical skills in managing events, applying protocol and business etiquette, and interacting effectively with VIPs and guests in professional and social contexts.

General Objective

To enable participants to acquire advanced skills in event management, protocol, and business etiquette, thereby strengthening organizational communication, enhancing reputation, and ensuring successful interactions with clients, guests, and VIPs.

Detailed Objectives

By the end of this program, participants will be able to:

- Understand the strategic role of events in public relations and marketing.
- Plan and organize various types of events effectively.
- Apply protocol and etiquette rules in professional and social settings.
- Manage media activities related to events and conferences.
- Interact professionally with VIPs and diverse types of guests.



- Master verbal and non-verbal communication to strengthen organizational image.
- Manage time and tasks related to event planning and execution efficiently.
- Handle complaints and difficult situations diplomatically.
- Apply health, safety, and risk management standards in events.
- Build and lead effective teams in protocol and event management.

Target Audience

- Public relations and marketing officers.
- Office managers and executive assistants.
- Hospitality and hotel staff.
- Event and conference organizers.
- Employees who interact with VIPs and clients in government or private sectors.

Course Outline

The Role of Events in Corporate Strategy

- Public relations and corporate communication.
- Position of events in marketing strategies.
- Types of events and their objectives.
- The Six-Point PR Plan and its application in event management.
- Identifying the target audience.
- Measuring event success.

Event Planning - Theory and Practice

- Developing long-term schedules.
- Creating and controlling budgets.
- Managing suppliers and contractors.
- Venue selection criteria.
- Capacity, suitability, and accessibility.



- Accommodation and logistics considerations.

On-Site Event Management

- Stage management and event flow.
- Corporate identity and branding at events.
- Reception desk setup and management.
- Food and beverages as part of event messaging.
- Types of catering and service styles.
- Entertainment and music arrangements.

Health, Safety, and Risk Management

- Risk assessment in events.
- Identifying potential hazards.
- Risk mitigation strategies.
- Safety responsibilities of organizing teams.
- Emergency protocols and procedures.
- Practical examples of contingency planning.

Media Management in Events

- Determining whether an event is media-focused.
- Preparing invitations and press releases.
- Setting up and running the press office.
- Press kits and media giveaways.
- Managing interviews, photography, and filming.
- Engaging the organization's in-house media team.

Invitations, VIP Protocol, and Guest Relations

- Invitation process and RSVP protocol.
- Formal greeting and welcoming procedures.



- Hosting and farewell etiquette.
- Strategies for handling VIPs.
- Organizing VIP support teams.
- Post-event follow-up to build stronger relations.

Business Etiquette and Corporate Image

- Definition of etiquette and protocol.
- The role of etiquette in enhancing corporate reputation.
- Correct behavior in business and social situations.
- Building and managing organizational image.
- First impressions and professional presence.
- Common mistakes to avoid.

Communication and Guest Interaction Skills

- Professional greetings and introductions.
- Handshaking etiquette and business card exchange.
- Remembering and addressing names correctly.
- Earning guests' respect and trust.
- Handling difficult personalities.
- Managing guest complaints effectively.

Communication Etiquette and Media Relations

- Telephone etiquette.
- Meeting etiquette.
- Email etiquette.
- Handling the media and challenging questions.
- Protecting confidential information.
- Effective public relations practices.



Time and Task Management in Events

- Setting priorities and managing time.
- Tools and techniques for time management.
- Delegating and coordinating tasks.
- Managing stress and avoiding burnout.
- Active listening and team communication.
- Final program evaluation and comprehensive exercise.



The Scandinavian Academy for Training and Development adopts the latest scientific and professional methodologies in training and human resource development, aiming to enhance the efficiency of individuals and organizations. Training programs are delivered through a comprehensive approach that includes:

- Theoretical lectures supported by PowerPoint presentations and visual materials (videos and short films).
- Scientific evaluation of participants before and after the program to measure progress and knowledge acquisition.
- Brainstorming sessions and practical role-playing to simulate real-life scenarios.
- Case studies tailored to align with the training content and participants work nature.
- Assessment tests conducted at the end of the program to evaluate the achievement of training objectives.

Each participant receives the training material (both theoretical and practical) in printed form and saved on a CD or flash drive. Detailed reports, including attendance records, final results, and overall program evaluations, are also provided.

Training materials are prepared professionally by a team of experts and specialists in various fields. At the end of the program, participants are awarded a professional attendance certificate, signed and accredited by the Scandinavian Academy for Training and Development.

Program Timings:

- 9:00 AM to 2:00 PM in Arab cities.
- 10:00 AM to 3:00 PM in European and Asian cities.

The program includes:

- A daily Coffee Break provided during the sessions to ensure participants comfort.