PR & Media · PR126

Event Management & Protocol

Amsterdam · 28 Dec 2026 - 1 Jan 2027

Date	Venue	Duration
28 Dec 2026 - 1 Jan 2027	**Amsterdam**	**1 Week**
Fee	**Ref**	**Language**
£5,150 GBP	**PR126**	**English**

Introduction

This Protocol & Event Management training seminar is a must for anyone looking to incorporate events into their PR and marketing efforts. Face-to-face communication opportunities created by events provide business people with the most powerful means of influencing their colleagues, clients, and investors. Smooth, well-managed events reflect well on any company working to build its reputation and standing.
This training seminar provides a thorough grounding in the fundamentals of event management, allowing attendees to effectively organise their own events or more closely manage contractors who organise events on their behalf.

Key highlights of this training seminar are:

- What events can do for your PR and marketing strategy?
- Scheduling techniques to plan and deliver an occasion
- Practical hints and recommendations on venue choice, stage management, and differing types of dining
- Managing the media at your events to multiply outcomes
- Advice on taking care of guests and protocol for VIPs

Course Objectives of Event Management & Protocol

At the top of this training seminar, delegates will have an understanding of the appliance of events as a part of their PR or Marketing strategy:

- Delegates are going to be ready to schedule and plan an occasion
- Delegates are going to be conversant in a variety of events they're likely to interact in and therefore the requirements for his or her successful delivery
- Delegates are going to be ready to identify the foremost appropriate venues and activities for events
- Delegates are going to be ready to manage the media at their events confidently
- Delegates are going to be ready to troubleshoot event plans to spot potential problem areas before they emerge

Course Methodology of Event Management & Protocol

This Protocol & Event Management training is going to be delivered through a mixture of presentations, conferences, and group exercises. Delegates are going to be encouraged to ask questions because the training seminar progresses relevant to their own backgrounds and company requirements.
This training seminar will culminate during a group exercise during which delegates will have a chance to use what has been discussed over the previous five days.

Organisational Impact of Event Management & Protocol

Greater value for money from events

- More focused events as a part of their PR or Marketing strategy which can build and maintain their reputation
- More memorable events aimed toward the proper people
- An in-house resource capable of organising events directly
- Staff better informed to supply project oversight of event management suppliers
- Staff capable of ensuring tight budgetary and scheduling control over events

Personal Impact of Event Management & Protocol

Increased confidence to tackle event management or oversight of event management suppliers

- A strong theoretical basis upon which to form decisions about the simplest type and format of the event to use
- Greater understanding of the processes involved in event management
- An understanding of the most elements of event organisation
- More focused activity aided by simple checklists and manuals
- Better time management facilitating the chance for greater creativity

Target Audience of Event Management & Protocol

This Protocol & Event Management training seminar has relevancy to anyone likely to possess responsibility for the delivery of events for his or her organisation but new to the concepts and practicalities of this facet of corporate communications.

- Middle and senior managers tasked with the direct delivery of events or oversight of specialist sub-contractors
- Senior operational managers with responsibility for managing teams whose role includes event management
- Senior managers up to the Board level with responsibility for the strategic use of events as a part of the organisation’s PR and marketing strategy and their effective deployment

Course Outlines of Event Management & Protocol

DAY 1

The Role of Events during a PR or Marketing Strategy

- An Overview of PR and the way Events slot in

- The PR Transfer Process and therefore the Six Point PR Plan
- Assessing your needs
- Choosing the Event to suit the target and Audience
- A Review of the various sorts of Event available
- Writing a Successful Event Proposal

DAY 2

Event Planning, the idea and Practice

- Scheduling - the future plan
- Event Running Order - timing of an occasion
- Budget - staff, time, materials money
- Choosing the simplest Venue for your purpose
- Accommodation
- Layout for various 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 - found out and Management
- Sets, Staging and company Identity
- Catering, Entertainment and Music at your Event
- Staying Safe - Risk Assessment and Events

DAY 4

Managing the Media at Your Events

- Generating News through an occasion
- Inviting the Media - invitations and press releases
- The Press Office, Press Pack and Gifts
- Conducting Interviews and Briefing Interviewees
- Creating an enduring Record - Filming and Photography
- Involving your In-house Media

DAY 5

Invitations, VIPs and Bringing it all at once

- Invitation Process for various and Protocols
- Working with VIPs
- Meet and Greet
- Hosting and Farewell
- Follow-up
- Building an occasion Management Team

Register or ask about this course online

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