



## **UNIX Trainers & Consultants**

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## **Protocol & Event Management**

### **Course Overview:**

All different branches of planning go into event management, including various types of sourcing, designing, regulation checks, and on-site management. Face to face communication prospects created by events provide business people with the most powerful opportunities. Most importantly, events create a sense of fun and vibrancy, resulting in a strong sense of community connectivity, pride and a sense of place. Even well-run events reflect well on any business building its reputation and standing. This course provides a complete grounding in all the basics of event management allowing attendees to effectively organize their events and closely manage contractors organizing events for them.

### **Course Objectives:**

At the end of this course the participants will be able to:

- Schedule and plan an event
- Learn how to be familiar with a range of events they are likely to engage in and the requirements for their successful delivery
- Identify the most appropriate venues and activities for their events
- Manage the media at their events with confidence
- Troubleshoot event plans to identify potential problem areas before they emerge
- Understand what events can do for your PR and marketing strategy
- Get practical hints and tips on venue choice, stage management and different types of dining
- Learn how to look after guests and protocol for VIPs

### **Course Coverage:**

#### **Topic 1: The Role of Events in a PR 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 events available

### **Topic 2: Event Planning, The Theory, and Practice:**

- Scheduling - the long-term plan
- Event running order - the 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.

### **Topic 3: Stage Management, Dining, and Entertainment:**

- “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

### **Topic 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 to film on site
- Photography at your event
- Involving your in-house media

### **Topic 5: Invitations, VIPs, and Bringing It All Together:**

- Getting your audience there

- 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
- Building an event management team
- Event planning exercise involving all elements discussed throughout the week

**Targeted Participants:**

- 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 part of the organization's PR and marketing strategy and their effective deployment
- PR Professionals
- Marketing Professionals
- Individuals who want to get new experiences to improve their profile