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Riyadh - Al Khaleej District - Sheikh Abdul Aziz Bin Abdul Rahman Bin Bishr Street - 13223 - Office No. 5 | P.O.BOX : 13224

Course: Protocol & Event Management (Professional Event Specialist)

Code	City	hotel	Start	End	price	Language - Hours
PR-299SA	Al Khobar	Hotel Meeting	2026-12-13	2026-12-17	9950 SR	En - 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 Center 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 Center.

Program Timings: 9:00 AM to 2:00 PM

The program includes:

- A daily buffet provided during the sessions to ensure participants comfort.
- A closing ceremony on the final day to distribute certificates and celebrate participants achievements.
- **Note: All prices are exclusive of 15% Value Added Tax (VAT).**

Our Success Partners

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