

EVENT PLANNING AND PROTOCOL MANAGEMENT

Madrid - Spain
09 - Mar 2026 - 13 - Mar 2026
\$6,000



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Introduction

Effective event planning and protocol management are essential skills for professionals in various industries. Successfully organizing an event requires strategic planning, attention to detail, and adherence to proper protocol standards. This course, provided by Gentex Training Center, is designed to equip participants with the necessary knowledge and skills to plan, manage, and execute high-profile events while maintaining professional etiquette and protocol. Through interactive learning and practical insights, participants will gain a deep understanding of event logistics, risk management, protocol procedures, and stakeholder coordination.

Event Planning and Protocol Management Course Objectives

- Develop a structured approach to event planning and execution.
- Identify key elements required for successful event management.
- Apply international protocol standards in various professional settings.
- Manage logistics, venue selection, and vendor coordination.
- Assess and mitigate risks associated with event organization.
- Handle VIP guests, government officials, and corporate executives with appropriate etiquette.
- Utilize crisis management strategies to address unforeseen challenges.
- Evaluate the success of events through performance indicators and feedback.

Course Methodology

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The course is designed to be interactive and engaging. It combines theoretical knowledge with practical applications through case studies, group discussions, and real-world scenarios. Participants will have the opportunity to engage in hands-on exercises that reinforce learning outcomes.

Who Should Take This Course

- Event planners and coordinators
- Government officials handling diplomatic and state events
- Corporate communication and PR professionals
- Hospitality and tourism professionals
- Executive assistants and administrative personnel
- Individuals interested in mastering event management skills

Event Planning and Protocol Management Course Outlines

Day 1: Fundamentals of Event Planning

- Introduction to event planning principles
- Key components of a successful event
- Understanding client expectations and requirements
- Budgeting and financial management for events
- Timeline development and project planning

Day 2: Venue Selection and Logistics Management

- Choosing the right venue for different types of events



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- Managing contracts and negotiations with vendors
- Event setup and technical requirements
- Catering, security, and transportation arrangements
- Managing on-site operations efficiently

Day 3: Protocol and Etiquette in Event Management

- Introduction to international protocol standards
- Cultural sensitivity and etiquette in events
- Managing high-profile guests and VIPs
- Seating arrangements and official procedures
- Media and public relations considerations

Day 4: Risk Management and Crisis Handling

- Identifying potential event risks
- Crisis communication strategies
- Handling emergencies and unexpected disruptions
- Security considerations and crowd management
- Developing contingency plans for events

Day 5: Event Evaluation and Best Practices

- Post-event evaluation and feedback collection
- Performance measurement and reporting
- Best practices for continuous improvement
- Emerging trends in event management
- Closing discussion and key takeaways



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Conclusion

By successfully completing the Event Planning and Protocol Management course with Gentex Training Center, participants will acquire essential skills and knowledge to organize and manage events with efficiency and professionalism. This course provides practical insights into the art of event coordination, ensuring that participants can confidently handle high-profile occasions and apply international protocol standards in diverse settings.

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