



Institute for Capacity Development (ICD)

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Protocol Procedures and Event Management

Course Objectives

Upon completion of the programme, the participants will be able to:

- Identify the role of public relations in institutional service delivery
- Host events successfully
- Describe the internal and external public relations techniques and tactics
- Observe protocol procedures in official diplomacy
- Understand planning requirements and effective Public relations
- Identify key concerns in designing and managing public relations programs.
- Examine how organizations can best anticipate and respond to issues and crises.
- Sharpen public relations strategic thinking, writing and management skills.

Target Groups

- Office Administrators
- Attachés
- Secretaries
- Country representatives
- Consular Staff
- Minister Assistants and private secretaries

Course Outline

- Public diplomacy and Protocol procedures
- Guidelines for hospitality
- Protocol training and Service
- Official Forms of Address and Titles
- Diplomacy, etiquette & PR
- Observing international protocol
- Planning and organising official visits
- Event Planning
- Choosing the Right Venue for an Event
- Event campaign and sponsorship development
- Understanding Event Budgeting
- Booking Accommodation
- Public Security
- Catering for formal meals
- Legal Requirements of Events
- Good Practice Safety Guide for Public Events
- Event Health & Safety
- Event facilities and safety of the facilities

- Risk Assessment and What to do when things go wrong
- First Aid & Fire Arrangements
- Event Safety & Welfare Form
- Client Information Form
- Event Planning Sheet
- Equipment Hire and Information
- Media and Press Conference Coordination
- Event coordination
- Facility design
- Logistics and security
- Media and public relations
- Protocol and cultural issues
- Seating at Formal Dinners and Banquets
- Global Dining Etiquette
- Gift Policies
- Interacting with VIPs
- Etiquette of the Telephone
- Diplomatic Occasions
- Dress Codes
- Ethnic and Religious “Hot Spots”
- PR Planning
- Action planning

Dates: 18th – 29th September 2017

Duration: 2 Weeks

Course Costs: US\$3350/delegate

Venue: Windhoek, Namibia