

**21 JULY - 1 AUGUST
2025**

SANDTON LODGE HOTEL

Corner 12th Avenue and River Road
RIVONIA (Edenburg on GPS)
Johannesburg,
SOUTH AFRICA

**PROTOCOL, EVENT MANAGEMENT
AND DIPLOMACY**



\$5,000.00 PP (2 WEEKS)
\$4,700.00PP (IEA Members)

Optional Attendance:
Module 1:**Protocol and Event Management -**
Effective Events and Etiquette

21-25 July 2025
\$2,500.00PP (USD) | \$2,400.00 (IEA Members)
Module 2:**International Protocol and Diplomacy -**
Improving Your Skills, Knowledge and
Understanding of International Protocol,
Etiquette and Diplomacy

28 July-1 August 2025
\$2,500.00PP (USD) | \$2,400.00 (IEA Members)
08:00AM-16:00PM

Fee Includes

Training Materials
Meals & refreshments during the day
Airport pickup and drop off
Hotel Pickup and drop off
Delegate Laptop
½ day tour to tourist attraction sites

Fee Excludes

Dinner and Accommodation

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Introduction

Have you ever attended a poorly organized event and vowed never to be associated with that organization again? Conversely, if you've experienced a well-executed event, you may wonder what went on behind the scenes to achieve such success. This training is designed to equip you with the skills and knowledge needed to consistently deliver successful events. You'll learn practical, proven methods to ensure repeat success and avoid common pitfalls. Aimed at both current and future event organizers, as well as team members preparing to manage their own events, this course will provide the tools and insights necessary to achieve excellence in event planning and execution.

The course is also a must for anyone aiming to include events as part of their Public Relations and Marketing activities. The face-to-face communication opportunities created by events provide businesspeople 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. The course provides comprehensive grounding in all the basics of event management, allowing attendees to effectively organize their own events or more closely manage contractors organizing events for them. The session will further give all participants the skills, knowledge and understanding of International Protocol and Diplomacy. Diplomacy, etiquette, and protocol is a vital part of working with agencies, governments, embassies and building relationships doing business around the World.

Key highlights training course are:

- Scheduling techniques to plan and deliver an event
- Practical hints and tips on venue choice, stage management and different types of dining
- What can events do for your PR and marketing strategy?
- Managing the media at your events to multiply outcomes
- Advice on looking after guests and protocol for VIPs
- Becoming skilled in diplomacy, protocol, etiquette, and international communications
- Standard conventions and principle of diplomatic protocol and procedure
- Essential communication skills to impress and inform
- Know how to attend, entertain, and host a successful diplomatic event

Objectives

- · Delegates will be able to schedule and plan an event
- · The need for an events planning and management process
- · The pitfalls and ways to overcome them in planning your events

- The financial and legal implications of holding events wherever held
- How to use social media & communication networks to communicate to your audience
- The need for a consistent approach to developing events
- 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
- To provide knowledge and understanding of protocol and diplomacy
- Know the role within different organizations and governments
- To provide an understanding of the need for protocol, etiquette, manners, and diplomacy
- How to use it effectively to support their organization and managers?
- Ideas that will prepare participants for the development of their capabilities and skills

Training Methodology

This training course is an intensive, updating training course illustrated throughout with practical examples. Delegates will be encouraged to ask questions as the training course progresses relevant to their own backgrounds and organizations' requirements. It will culminate in a group exercise in which delegates will have an opportunity to apply what has been discussed over the days. It is highly activity-based and uses group work extensively alongside presentations, case studies, demonstrations, lectures and videos. It focuses on strategic insight, practitioner skills, tools, and techniques for the effective management of these important business functions.

Organizational Impact

- Greater value for money from events
- More focused 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 organizing events directly
- Staff better informed to provide project oversight of event management suppliers
- Staff capable of ensuring tight budgetary and scheduling control over events
- Optimize your approach to International Protocol, etiquette, and Diplomacy
- Improved communication in the settings of different cultures
- Achieve greater engagement and response when working with others in these settings

- Knowing how protocol and diplomacy can be an important part of business, academic and diplomatic practice
- Understand how this is linked with history, royalty, religion, culture, and language

Personal Impact

- Increased confidence in tackling 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 organization
- More focused activity aided by simple checklists and manuals
- Better time management facilitating the opportunity for greater creativity
- Introducing themselves and others appropriately and engaging in initial conversation
- Present themselves, and their organizations, with confidence
- Use handshakes effectively and present and receive business cards appropriately
- Use correct titles and forms of address in different contexts
- Prepare invitations for various events and different levels of formality
- Ways of hosting important events and meeting dignitaries and visitors

Who Should Attend?

- Event Management Professionals
- Administrative support staff working in an events company or department
- Those from various public or private companies or those who want to enter the events management world
- 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 Board level with responsibility for the strategic use of events as part of the organization's PR and marketing strategy and their effective deployment
- Anyone likely to have responsibility for the delivery of events for their organization but new to the concepts and practicalities of this facet of corporate communications.
- Senior Academic Teaching, Event and Management Staff
- Administration Professionals and Government Agency Representatives
- Journalists, Commentators, Event and Communications Staff
- All senior executives, practicing diplomats, officials, and others working in international relations who want to refresh or expand their knowledge under the guidance of experienced practitioners and academics.

21-25 AUGUST - 1 WEEK

MODULE 1: PROTOCOL & EVENT MANAGEMENT EFFECTIVE EVENTS AND ETIQUETTE

COURSE OUTLINE

The Basics of Events Management

- What is events management? Why some events fail?
- Establishing the event - ensuring it is viable
- Liaising with the client and key stakeholders
- Ensuring you have clear roles for all those involved in the event
- The top qualities of successful events management
- **Quality 1:** Flexibility - what it means and how to be flexible

Setting up the Event to Succeed

- Developing agreed objectives for the event
- Agreeing your outcomes? What does a successful event look like?
- Dealing with risk and uncertainty in your events
- Developing the team - ensuring you have a strong team around you
- **Quality 2:** People skills – how to develop your people skills

The Role of Events in a Public Relations or Marketing Strategy

- An Overview of Public Relations and How Events fit in
- The PR Transfer Process and the Six Point PR Plan
- Assessing your needs
- Choosing the Event to fit the Objective and Audience
- A Review of the Different Types of Events available
- Writing a Successful Event Proposal

Event Planning, Theory and Practice

- Scheduling - *the long-term plan*
- Developing your plan for the event including marketing
- Working effectively with suppliers and your key stakeholders
- Event Running Order - *timing of an event*
- Budget - staff, time, materials money
- Choosing the Best Venue for your purpose
- Accommodation
- Layout for Different Events - *Seating, etc.*
- Delegating effectively for success
- Communicating the event successfully – but how?
- Establishing a clear monitoring process for your event
- **Quality 3:** Organization skills – how to be organized and effective

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, Staging and Corporate Identity
- Catering, Entertainment and Music at your Event
- Staying Safe - Risk Assessment and Events

Managing the Media at Your Events

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

Invitations, VIPs and Bringing it all Together

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

Developing a 'Lessons Learned' Approach

- Building on your successes and your areas for improvement!
- Creating a learning culture
- Briefing & meeting skills
- Event finance including trying to obtain event sponsorship
- The legal issues you may face
- Quality 4: Passion - what is it, what does it look like and how can you get it

The Day of the Event

- Having a run through – pre-event
- The event checklist – what is on your check list?
- Quality 5: Time management – some tips for effective time management
- Having a post event review process
- Formally closing the event, learning and moving on to the next event

MODULE 2: INTERNATIONAL PROTOCOL AND DIPLOMACY CERTIFICATE

28 JULY - 1 AUGUST - 1 WEEK

COURSE OUTLINE

Key Principles and Introduction

- Example of protocol traditions and modern-day applications
- Variations between countries and institutions
- How can religious, multi-faith and cultural influence protocol practices?
- Multicultural dining protocols (French, English, Asian & Middle Eastern)
- Some simple but important rules of negotiation across cultures

International Standards of Protocol, Etiquette and Diplomacy

- Planning VIP events, receptions, and ceremonies
- Seating planning, security, and protection checklists
- Diplomatic gift-giving and receiving
- Royal Tea ceremony and other specialized events

Diplomacy and 'Soft Power'

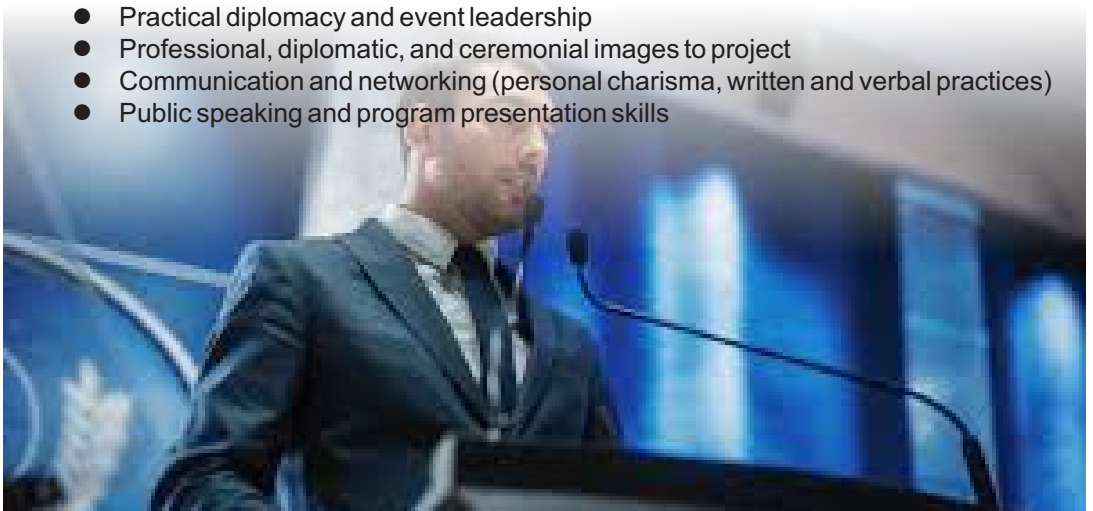
- Techniques for organizing international VIP meetings, including meals and dinners
- Cross-cultural communications; verbal and non-verbal.
- Diplomatic conversation skills.
- Traditional and contemporary best practices

International and Political Etiquette

- Flag etiquette, anthems, and other important elements
- Royal protocol within a monarchy versus a republic.
- Cultural diplomacy through etiquette and the media.
- Formal and informal dress codes and professional image

Public Speaking and Speech Giving

- Practical diplomacy and event leadership
- Professional, diplomatic, and ceremonial images to project
- Communication and networking (personal charisma, written and verbal practices)
- Public speaking and program presentation skills





CERTIFICATES

On successful completion of this training course, PALGNET Certificate will be awarded to the delegates

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THE VENUE



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Welcome to the Sandton Lodge Rivonia, we extend a very warm welcome and trust your upcoming stay or conference with us will be both enjoyable and comfortable



The Simama Hotels Sandton Lodge Rivonia offers business services and facilities. Our 34 Suites are all strictly non-smoking and have; Air-conditioning and Heating, Tea and Coffee Facilities, DSTV Decoder, a Mini-Bar Fridge (Stocked on request) and complimentary Broadband WIFI Internet Access with Secure on-site Parking available. As part of our continued guest-safety measures and growing international trend, the Sandton Lodge Hotel is a cashless establishment, for your convenience all major Credit and Debit cards are accepted in addition to Snap-Scan and Apple-Pay facilities.