PR, MEDIA AND MARKETING

PR26 Advanced Protocol and Events Management

This course is designed for professionals working in protocol, events, and high-level corporate or government communications. As expectations rise for seamless, culturally sensitive, and strategically aligned events, this course equips specialists with advanced tools to lead with confidence. The course covers protocol planning, international etiquette, crisis-proofing events, and high-profile guest management. Delegates will explore global best practices, emerging technologies, and refined hosting standards to elevate the professionalism and impact of their events. Whether managing diplomatic occasions, VIP receptions, international summits or brand launches, participants will gain the confidence and knowledge to represent their organisation with impact.

Course Information

Duration: 5 days

London (£4950): 2nd February 2026, 27th April 2026, 22nd June 2026, 10th August 2026, 5th October 2026, 23rd November 2026, 1st February 2027, 26th April 2027, 5th July 2027, 23rd August 2027, 18th October 2027, 6th December 2027, 13th March 2028

Companies nominating 3 or more delegates to attend the same programme will enjoy a special discount on the course fees.

Upon completion of one of our CPD certified courses, delegates will be awarded both an LMC certificate and a CPD certificate. No examination required.

Who is the course suitable for?

This course is ideal for protocol officers, event managers, corporate communications professionals, and specialists in stakeholder engagement.
It is particularly suited to individuals overseeing high-profile events, diplomatic interactions, or corporate functions where professionalism, attention to detail, and cross-cultural awareness are critical.

Course profile

Mastering Protocol and Official Procedures

- Understanding international and diplomatic protocol frameworks
- Managing hierarchies, order of precedence, and titles
- Handling flags, national symbols, and ceremonial practices
- Coordinating with embassies and consular offices
- Applying protocol to official ceremonies and state functions

Strategic Event Planning and Execution

- Defining objectives and success metrics for high-profile events
- Designing event experiences that reflect brand and audience
- Mapping stakeholders and planning engagement strategies
- Coordinating cross-functional teams and vendors
- Creating contingency and risk mitigation plans

Managing VIPs and High-Profile Guests

- Preparing tailored experiences for executive and diplomatic attendees
- Coordinating logistics with security, drivers, and support staff
- Briefing speakers, hosts, and participants
- Managing last-minute changes with discretion
- Protocol for gifting, seating, and personal touches

Cross-Cultural Awareness

- Navigating cultural differences in expectations and behaviours
- Understanding communication styles across regions
- Respecting religious, social, and ceremonial norms
- Avoiding diplomatic missteps through awareness
- Building inclusive and culturally intelligent event environments

Technology, Trends, and Event Leadership

- Integrating technology into live and hybrid events
- Leveraging AI and data for personalised experiences
- Staying current with sustainability and accessibility standards

- Communicating with confidence under pressure
- Leading with authority and grace as a protocol/event expert

Competencies

At the end of the course delegates will be able to:

- Apply international protocol and ceremonial standards with confidence
- Lead complex, high-stakes events from concept to delivery
- Manage VIPs and dignitaries with discretion and professionalism
- Navigate cultural differences to create inclusive and respectful environments
- Plan and deliver events with strategic alignment and risk resilience
- Integrate innovation and technology into event strategy
- Handle change, pressure, and last-minute disruptions effectively
- Represent their organisation as a polished and trusted leader in protocol and events

Course Booking

Call us: +44 (0) 207 724 6007

Email us: training@lmcuk.com

www.lmcuk.com

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