BLACKBIRD FOR TRAINING

Protocol, Official Ceremonies, and Event Management

9 – 13 August 2027
Kuala Lumpur (Malaysia)

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PARTNER



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Introduction

Protocol, official ceremonies, and event management skills are essential elements that reflect an organization's image and level of professionalism, especially when organizing official occasions, receiving VIPs, dealing with local and international delegations, and managing high-level conferences and meetings.

This course aims to provide participants with advanced knowledge and practical skills in protocol, official etiquette, ceremonial procedures, official protocol, and event and conference management in line with modern international standards. It focuses on organizing official events professionally, preparing seating plans, managing gala dinners, drafting ceremonial correspondence, and handling protocol aspects related to agreements, contracts, and memoranda of understanding.

The course also provides participants with practical insight into managing events from planning to execution and evaluation, with a strong focus on team coordination, crisis management, emergency response, and the use of modern technology in organizing official events and conferences.

Course Objectives

By the end of this course, participants will be able to:

- Understand the fundamentals of protocol, etiquette, ceremonial procedures, and official ceremonies.
- Apply official protocol rules in events, visits, and formal meetings.
- Organize the reception and farewell of VIPs and official delegations professionally.
- Manage official events and conferences from planning to execution and evaluation.
- Prepare and organize seating plans according to precedence and protocol rules.
- Organize gala dinners and major official occasions professionally.
- Manage official invitations, invitation cards, and ceremonial correspondence.
- Handle protocol aspects related to agreements, contracts, and memoranda of understanding.
- Apply diplomatic protocol rules in official meetings and visits.
- Deal effectively with international delegations and multicultural protocol requirements.
- Manage crises and emergency situations during official events and occasions.
- Evaluate event success and prepare professional final reports.



Course Outline

Day 1: Fundamentals of Protocol and Official Ceremonies

- Definition of protocol and ceremonial procedures and their importance in organizations.
- Rules of official etiquette and professional behavior in formal environments.
- Official ceremonies and VIP protocol.
- Reception and farewell procedures for official delegations.
- Organizing official visits and meetings according to protocol standards.
- Precedence rules and order of priority in official events.
- The role of protocol in enhancing institutional image and official representation.

Day 2: Official Event and Conference Management

- Principles of planning and organizing events and conferences.
- Event management stages from concept and planning to execution and evaluation.
- Preparing action plans and timelines for official events.
- Managing teams and assigning organizational tasks during events.
- Coordinating with participating entities, suppliers, and support teams.
- Crisis management and handling emergency situations during occasions.
- Using modern technology in event and conference management.

Day 3: Organizing Official Occasions and Gala Dinners

- Organizing gala dinners and major ceremonial occasions.
- Rules for guest arrangement and order of precedence.
- Preparing and managing seating plans professionally.
- Protocol for official occasions and major celebrations.
- Managing official invitations and invitation cards.
- Coordinating halls, tables, guest seating, and movement routes.
- Managing organizational details that reflect quality and professionalism.

Day 4: Diplomatic Protocol and Official Agreements

- Protocol aspects related to agreements, contracts, and memoranda of understanding.
- Rules of diplomatic protocol in official meetings and visits.
- Etiquette of negotiations and formal meetings.
- Preparing official correspondence and drafting ceremonial speeches.
- Dealing with international delegations and multicultural protocol requirements.
- Managing official signing ceremonies for agreements and memoranda of understanding.
- Considering cultural differences in international events and meetings.



Day 5: Practical Application and Professional Event Management

- Practical applications in organizing official events.
- Preparing a complete scenario for an official event.
- Assigning roles and responsibilities to the organizing team.
- Simulating the reception of delegations and VIPs.
- Practical application in preparing seating plans and official invitations.
- Evaluating event success and analyzing strengths and areas for improvement.
- Preparing final reports after events.
- Workshops and case studies in protocol and event management.

Why Attend this Course: Wins & Losses!

- Gain practical and advanced understanding of protocol and official ceremonies.
- Improve the ability to organize official events and conferences professionally.
- Strengthen skills in dealing with VIPs and official and international delegations.
- Apply official etiquette and ceremonial rules in professional situations.
- Master the preparation of seating plans and guest arrangements according to precedence.
- Develop skills in organizing gala dinners and major official occasions.
- Improve the ability to manage official invitations and ceremonial correspondence.
- Understand protocol aspects related to agreements, contracts, and memoranda of understanding.
- Strengthen cross-cultural communication skills in international meetings and events.
- Enhance crisis management and emergency handling during events.
- Support institutional image through professional organization that reflects confidence and discipline.

Conclusion

This course provides a comprehensive training program in protocol, official ceremonies, etiquette, ceremonial procedures, and event and conference management, with a clear practical focus on organizing official occasions and dealing with VIPs and international delegations.

Through the course modules, participants will gain advanced skills in planning and organization, preparing seating plans, managing gala dinners, drafting ceremonial correspondence, and handling agreements, contracts, and memoranda of understanding according to official protocol requirements.

By the end of the program, participants will be better prepared to manage official events with efficiency and confidence, represent their organizations professionally, and deliver a complete event experience that reflects discipline, respect, and quality across different occasions and events.

