BLACKBIRD FOR TRAINING

# Executive Scheduling, Prioritization & Protocol Coordination

31 January – 11 February 2027
Tunis (Tunisia)



# Executive Scheduling, Prioritization & Protocol Coordination

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## Introduction

In today's executive and formal business environment, scheduling and prioritization skills are no longer limited to managing calendars and appointments. They are closely connected to the ability to coordinate high-level meetings, manage protocol requirements, deal with dignitaries, and organize official visits and events in a professional manner that reflects the image and reputation of the organization.

The Executive Scheduling, Prioritization & Protocol Coordination course is designed to equip participants with the practical skills required to manage executive schedules, organize priorities, coordinate sensitive meetings and appointments, and handle protocol and ceremonial requirements when dealing with senior leaders, officials, dignitaries, and formal delegations.

The course combines executive time management, prioritization techniques, professional communication, organizational skills, protocol practices, dignitary coordination, official visit planning, and executive event management. Participants will learn how to manage executive calendars, handle competing priorities, coordinate important meetings, prepare reception and hospitality arrangements, organize official visits, apply precedence and protocol rules, and communicate professionally with senior stakeholders and visiting delegations.

Through practical exercises, case studies, simulations, and real-life scenarios, this course helps participants develop the confidence to work effectively in high-level executive environments while maintaining accuracy, confidentiality, professionalism, and attention to detail.

## Course Objectives

By the end of the Executive Scheduling, Prioritization & Protocol Coordination course, participants will be able to:



- Manage executive schedules with accuracy, flexibility, and professionalism.
- Prioritize tasks according to importance, urgency, sensitivity, and organizational impact.
- Handle appointments, meetings, urgent requests, and executive commitments efficiently.
- Coordinate official meetings, high-level visits, and executive events.
- Understand the fundamentals of protocol and ceremonial practices in formal business settings.
- Deal professionally with dignitaries, official delegations, senior guests, and VIP visitors.
- Prepare reception, hospitality, seating, escort, and movement arrangements.
- Manage schedule conflicts, sudden changes, and urgent executive demands in an organized manner.
- Improve communication with executives, teams, guests, departments, and external stakeholders.
- Prepare clear daily schedules, executive summaries, meeting briefs, and follow-up notes.
- Apply confidentiality, etiquette, cultural awareness, and professional discipline in executive support.
- Coordinate internal and external stakeholders before, during, and after official activities.
- Organize official visit programs, event timelines, guest lists, and protocol arrangements.
- Build practical systems that integrate scheduling, prioritization, follow-up, protocol, and reporting.
- Support the organization's image through professional, refined, and reliable coordination.

## Course Outlines

### Day 1: Foundations of Executive Scheduling and Executive Support

- Understanding executive scheduling and its role in supporting leadership.
- The importance of time organization in executive performance.
- Key responsibilities in managing senior management calendars.
- Understanding executive work patterns, preferences, and decision styles.
- Managing daily appointments, meetings, commitments, and deadlines.
- Identifying sensitive, urgent, and high-priority executive activities.
- Maintaining professionalism, confidentiality, and attention to detail.
- Common mistakes in executive scheduling and how to avoid them.
- Practical exercise: Reviewing and improving an executive weekly schedule.

### Day 2: Prioritization Techniques and Time Management

- Understanding the difference between urgent and important tasks.
- Prioritizing tasks based on impact, sensitivity, deadlines, and strategic value.
- Using priority matrices to organize executive workload.
- Managing competing priorities and overlapping commitments.
- Time blocking and structured daily planning.
- Identifying high-value activities and reducing low-value interruptions.
- Handling sudden requests without losing control of core priorities.
- Supporting executives during busy and high-pressure periods.
- Workshop: Prioritizing executive tasks under time pressure.



## Day 3: Calendar Management and Meeting Coordination

- Building an effective executive calendar management system.
- Coordinating internal and external meetings.
- Managing meeting requests, availability, and confirmations.
- Avoiding calendar conflicts, overbooking, and unnecessary delays.
- Scheduling meetings with multiple stakeholders and departments.
- Preparing meeting agendas, reminders, and supporting documents.
- Managing recurring meetings and strategic planning sessions.
- Coordinating meeting rooms, technology, refreshments, and logistics.
- Practical exercise: Preparing a complete meeting schedule for an executive leader.

## Day 4: Executive Follow-Up, Briefings, and Communication Flow

- Managing follow-up actions after meetings.
- Tracking decisions, approvals, deadlines, and pending items.
- Preparing daily and weekly executive summaries.
- Preparing meeting briefs and pre-meeting information packs.
- Organizing documents, correspondence, and executive notes.
- Managing communication flow between executives, departments, and external contacts.
- Writing clear follow-up messages and professional updates.
- Escalating urgent matters appropriately.
- Workshop: Creating an executive follow-up tracker and daily briefing format.

## Day 5: Managing Schedule Changes, Conflicts, and Executive Demands

- Handling last-minute changes in executive schedules.
- Rescheduling meetings professionally and diplomatically.
- Managing conflicting demands from executives, clients, teams, and external parties.
- Communicating changes clearly without creating confusion.
- Managing cancellations, delays, and urgent replacements.
- Setting professional boundaries while maintaining service excellence.
- Supporting executive decisions through organized scheduling information.
- Case study: Managing a complex executive schedule with multiple urgent changes.
- Practical exercise: Rebuilding an executive calendar after unexpected changes.



## Day 6: Fundamentals of Protocol and Dignitary Coordination

- Understanding protocol and ceremonial practices in formal environments.
- The importance of protocol in representing the organization.
- Dealing with dignitaries, officials, VIP guests, and formal delegations.
- Rules of precedence and official ranking.
- Etiquette of reception, introduction, and formal greetings.
- Understanding cultural awareness in formal communication.
- Professional behavior when supporting senior guests.
- Avoiding protocol mistakes in formal settings.
- Case study: Coordinating an official visit for a high-level delegation.

## Day 7: Reception, Hospitality, Seating, and Formal Arrangements

- Preparing reception plans for senior guests and delegations.
- Coordinating arrival, greeting, registration, and escort arrangements.
- Managing official hospitality requirements.
- Preparing seating plans for meetings, ceremonies, and formal events.
- Applying precedence rules in seating and introductions.
- Coordinating name cards, flags, gifts, and official materials.
- Managing guest comfort, privacy, and special requirements.
- Coordinating with security, transportation, reception, and hospitality teams.
- Practical exercise: Designing reception and seating arrangements for a formal meeting.

## Day 8: Managing Official Visits and Executive Events

- Planning official visits and formal meetings.
- Preparing visit programs and movement schedules.
- Coordinating transportation, meeting rooms, hospitality, and timing.
- Managing invitations, attendance, confirmations, and guest lists.
- Coordinating with internal teams and external entities.
- Preparing event timelines and responsibility checklists.
- Handling unexpected changes during official events.
- Managing formal communication before, during, and after the visit.
- Practical exercise: Preparing a full coordination plan for an official visit or delegation.



## Day 9: Integrated Protocol Communication and Stakeholder Coordination

- Communicating diplomatically with executives, guests, officials, and stakeholders.
- Managing sensitive communication in formal settings.
- Coordinating between executive offices, protocol teams, departments, and external organizations.
- Preparing official correspondence and visit-related communication.
- Managing confidentiality and privacy in executive and protocol activities.
- Handling complaints, delays, misunderstandings, and special requests professionally.
- Maintaining a polished organizational image during high-level interactions.
- Building coordination checklists for official meetings and visits.
- Workshop: Managing a stakeholder communication plan for a VIP visit.

## Day 10: Capstone Simulation and Practical Application

- Integrated simulation involving executive scheduling and protocol coordination.
- Managing a complex executive calendar with meetings, visits, and urgent priorities.
- Preparing a full official visit program.
- Coordinating reception, seating, hospitality, transport, and meeting arrangements.
- Preparing executive briefs, follow-up notes, and communication updates.
- Managing unexpected changes during the simulation.
- Group presentations of coordination plans.
- Instructor feedback and improvement recommendations.
- Developing a workplace application plan.
- Key lessons learned and final course review.

## Why Attend This Course: Wins & Losses!

- Develop the ability to manage executive schedules professionally and confidently.
- Improve prioritization skills and the ability to work under pressure.
- Reduce scheduling conflicts, missed follow-ups, and organizational errors.
- Strengthen executive communication, briefing, and follow-up practices.
- Gain practical understanding of protocol and formal ceremonial practices.
- Strengthen your ability to deal with dignitaries, officials, and formal delegations.
- Improve coordination of meetings, visits, executive events, and VIP arrangements.
- Develop formal communication, etiquette, and professional diplomacy skills.
- Build effective systems for follow-up, reminders, commitments, and protocol coordination.
- Improve the quality of support provided to senior leaders and executive offices.
- Support the organization’s image through professional, refined, and reliable coordination.
- Enhance professional value in executive secretarial work, office management, protocol, administration, and corporate relations.



## Conclusion

The Executive Scheduling, Prioritization & Protocol Coordination course combines executive organization, time management, prioritization, communication, protocol, and formal coordination practices into one comprehensive program. It gives participants the ability to support senior leaders and manage formal situations with confidence, accuracy, and professionalism.

Over ten intensive days, participants will learn how to manage complex schedules, prioritize tasks, coordinate meetings, prepare executive briefings, handle last-minute changes, organize official visits, manage dignitary arrangements, and apply protocol practices in real business situations.

By combining executive scheduling with protocol coordination, the course helps participants manage both daily executive workflow and high-level official activities in a structured and polished manner.

**In modern business environments, effective executive support is not only about managing appointments. It requires the ability to protect priorities, manage sensitive details, respect protocol, communicate professionally, deal confidently with dignitaries, and ensure that official activities run smoothly and efficiently.**

