

# € TRAINING

Organization and Management of Meetings



21 - 25 October 2024  
Casablanca (Morocco)  
New Hotel



# Organization and Management of Meetings

REF: X1466 DATE: 21 - 25 October 2024 Venue: Casablanca (Morocco) - New Hotel Fee: 3685 Euro

## Introduction:

The Organization and Management of Meetings program is a specialized training initiative aimed at enhancing participants' skills in planning, coordinating, and executing successful meetings and events through comprehensive instruction and practical exercises. The program equips individuals with the necessary knowledge and tools to ensure seamless and productive meetings that meet organizational objectives.

## Program Objectives:

At the end of this program the participants will be able to:

- Plan for public relations activities.
- Deal with crises and disasters.
- Simplify procedures, improve the regulatory environment, and rationalize organizational conflict.
- Know the practices of protocol rules and protocol and etiquette.

## Targeted Audience:

- Managers and those responsible for public relations.
- Managers and media officials.
- Managers and protocol officers.

## Program Outlines:

### Unit 1:

#### Foundations and Skills in Modern Public Relations Management:

- Contemporary Concepts of Public Relations.
- Prepare public relations plans and programs.
- Administrative, behavioral, and media skills for public relations managers.

### Unit 2:

### Emerging Trends in Global Public Relations Strategies:

- New global transformations and their implications for public relations practices and behaviors.
- Key aspects of the new PR.
- PR process as an integrated system.
- PR from planning to the calendar.

### Unit 3:

#### Strategic Functions of Public Relations Officials in Organizational Management:

- The role of public relations officials in crisis and disaster management.
- The role of public relations officials in rationalizing administrative decisions.
- The role of public relations officials in simplifying procedures.
- The role of public relations officials in achieving administrative development.

### Unit 4:

#### Strategic Management and Protocol in Public Relations Events:

- The role of public relations officials in the effective management of meetings, seminars, and conferences.
- The preparation and organization of conferences and concerts, art ceremonies, and protocol.
- Public relations officials, protocol rules, protocol, and etiquette.
- Characteristics and characteristics of VIPs and their patterns.

### Unit 5:

#### Strategic Contributions of Public Relations Officials:

- The role of public relations officials in improving the regulatory environment.
- The role of public relations officials in rationalizing the management of organizational conflict.
- The role of public relations officials in improving the image of the organization.
- Public relations officials have effective negotiation skills.