

# € TRAINING

Public Relations International Protocol and  
Events



13 - 17 May 2024  
Madrid (Spain)



# Public Relations International Protocol and Events

REF: X1443 DATE: 13 - 17 May 2024 Venue: Madrid (Spain) - Fee: 5300 Euro

## Introduction:

The Public Relations International Protocol and Events program is a specialized training focusing on equipping professionals with the necessary skills and knowledge to navigate diplomatic and cultural protocols in international settings. Through hands-on exercises and case studies, individuals develop proficiency in planning, executing, and managing international events while fostering positive relationships across diverse cultural contexts.

## Program Objectives:

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

- Explain how to behave correctly in both business and social situations
- Describe how to interact and communicate effectively with different types of guests
- Demonstrate appropriate personal and professional conduct
- Plan VIP visits and formal occasions while executing the role of the ideal host
- Apply proper communication etiquette
- Implement different variations in protocol and etiquette from different cultures, nations, and regions

## Targeted Audience:

- Personnel officers
- Public relations professionals
- Events organizers
- Personal assistants
- Employees in the hospitality business and all those whose position requires dealing and interacting with important persons in both government and private sectors.

## Program Outlines:

### Unit 1:

#### Exploring Public Relations: Roles, Ethics, and Law:

- Shaping the Overall Impression

- Reflecting the Image
- Navigating Perception and Response
- Ethical Standards and Moral Behavior
- Legal Frameworks: Charter of Practice and IPR
- Contractual and Copyright Issues

## Unit 2:

### Global Media Engagement and PR Sources:

- Consulting Firms and Media Organizations
- Considerations for Hiring an International Consulting Firm
- Advantages and Disadvantages of Consulting Firms
- Public Perception and Leadership Communication
- Leveraging Media Coverage Opportunities
- Utilizing UNITEL and World News Service UNS

## Unit 3:

### Six Points Created by Frank J fkins To Plan a Public Relations Program:

- Evaluate the situation.
- determining the goal.
- Select the audience.
- Choice of means.
- Program Evaluation.
- Budgets.

## Unit 4:

### Public Relations, Crisis Management, and Rules of Protocol:

- Understanding Crisis Management
- Adaptation Strategies during Crisis

- Evaluation, Planning, and Team Dynamics
- Human Nature and Needs
- Reception Skills and VIP Etiquette
- Managing VIP Visits and International PR

## Unit 5:

### Information Technology and Performance Improvement:

- Information Network Local International Opportunities and Risks.
- Email and how to deal with it.
- The art of designing and preparing media materials.
- Designing public relations pages on international information networks.
- The art of public opinion and media by email.
- Preparation of databases on international public relations.