

Events and protocol

An intensive two day training seminar designed for PR and communications practitioners who want to learn the latest techniques and tactics for strategic event management. This course gives participants global insights, case studies and lectures from international trainers.

Topics covered include:

- Strategic event planning
- Creating SMART event objectives
- Developing themes and content
- Venue sourcing and liaison
- Supplier negotiation
- Briefing and managing third party suppliers
- Event management
- Delegate management
- Speaker management
- Planning and managing security
- Handling the media
- Organising press conferences
- Dealing with VIPs
- Event protocol
- International protocol: working and communicating with different cultures
- Analysing the success of an event

The training seminar will be held in the Boardroom at the excellent Al Manzil Hotel in Dubai and is led by a very experienced global communications practitioner, along with insight and case studies from guest speakers throughout the week. The course is full of current examples from around the world and is based on the Harvard Business School case learning model. Participants are encouraged to share knowledge, participate actively in discussions and learn from each other's experience.

All participants who attend and participate in the training will be awarded a completion certificate. The seminar is strictly limited to eight people to ensure maximum learning.

For more information or to book a place on the course please visit our website at www.pinnaclepr.net or call us on +971 4313 2338.

For more information, contact:

Jennifer Hardie, Managing Director

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Pinnacle Public Relations Training

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Events and protocol Course Programme – Dubai, UAE

2010 Programme

Dates: 14th and 15th April, 30th June and 1st July, 29th and 30th September, 8th and 9th December
Venue: Al Manzil boardroom, Old Town, Dubai, UAE
Time: 9.30am-4.30pm note that training starts promptly at 9.30am, please do not be late
Course leader: Elsbeth Smedley
Dress code for the courses: business casual

Date	Course topic
Wednesday	Strategic event management Strategic event planning Creating SMART event objectives Developing themes and content Venue sourcing and liaison Supplier negotiation Briefing and managing third party suppliers Event management Delegate management Speaker management Generating press coverage for your event the media in events Other media events that can be organised around your event Guest speakers: TBC
Thursday	Planning press conferences and international protocol How to plan and organise a successful press conference Planning and managing security Handling the media Organising press conferences Dealing with VIPs Event protocol International protocol: working and communicating with different cultures Analysing the success of an event

Trainer biography

Elsbeth Smedley



Elsbeth is a senior international PR director with more than 18 years' experience working both for agencies and in-house. She has managed campaigns at national and international levels across all PR disciplines including consumer, corporate, crisis management, technology, business-to-business and entertainment, for an array of clients ranging from multinational conglomerates to specialist small businesses. She ran the PR division of Edelman Public Relations Worldwide's Brussels office for four years, managing a multinational staff developing and implementing PR programmes at local, European and global levels, as well as supporting public affairs and lobbying initiatives. Elsbeth has been working in the Gulf region for more than 10 years has worked on developing tailored training schools/academies for companies, governments and organisations. She also works in the Gulf on a monthly basis and trains people in a number of areas of strategic communications.