



COURSE OVERVIEW SS1191-3D **Public Relations Protocol & Formal Event Excellence**

Course Title

Public Relations Protocol & Formal Event Excellence

Course Date/Venue

October 18-20, 2026/TBA Meeting Room, Holiday Inn, an IHG Hotel, Al Khobar, KSA

Course Reference

SS1191-3D

Course Duration/Credits

Three days/1.8 CEUs/18 PDHs



Course Description



This practical and highly-interactive course includes various practical sessions and exercises. Theory learnt will be applied using our software tools.

This course is designed to provide participants with a detailed and up-to-date overview of Public Relations Protocol and Formal Event Excellence. It covers the importance of public relations and protocol in government and corporate environments; the principles of professional communication and corporate image, branding and reputation management; the business etiquette and executive protocol as well as diplomatic and international protocol; the stakeholder relations and VIP management, formal event planning, event protocol and ceremony management; and the event logistics and operations and mastering VIP and distinguished guest management.



During this interactive course, participants will learn the official ceremonies, public functions and media relations during formal events; the excellence in event execution, crisis communication and issue management; the public speaking and master of ceremonies (MC) skills; the post-event evaluation and continuous improvement; the emerging trends in public relations and event management; and the protocol excellence action plan by establishing organization protocol standards, building a protocol handbook, personal professional development planning and action planning for continuous improvement.



Course Objectives/Outcomes & Benefits for the Participants

Upon the successful completion of this course, each participant will be able to:-

- Apply and gain a good working knowledge on public relations protocol and formal event excellence
- Discuss the importance of public relations and protocol in government and corporate environments
- Explain the principles of professional communication and apply corporate image, branding and reputation management
- Carryout business etiquette and executive protocol and discuss diplomatic and international protocol
- Apply stakeholder relations and VIP management, formal event planning and event protocol and ceremony management
- Employ event logistics and operations and mastering VIP and distinguished guest management
- Manage official ceremonies and public functions and media relations during formal events
- Implement excellence in event execution, crisis communication and issue management as well as public speaking and master of ceremonies (MC) skills
- Employ post-event evaluation and continuous improvement and discuss the emerging trends in public relations and event management
- Develop a protocol excellence action plan by establishing organization protocol standards, building a protocol handbook, personal professional development planning and action planning for continuous improvement

Exclusive Smart Training Kit - H-STK®



*Participants of this course will receive the exclusive “Haward Smart Training Kit” (H-STK®). The H-STK® consists of a comprehensive set of technical content which includes **electronic version** of the course materials conveniently saved in a **Tablet PC**.*

Who Should Attend

This course provides an overview of all significant aspects and considerations of public relations protocol and formal event excellence for public relations officers, executive assistants, government relations officers, corporate communications professionals, event managers, protocol officers, hospitality managers and administrative professionals.

Course Fee

US\$ 3,750 per Delegate + **VAT**. This rate includes H-STK® (Haward Smart Training Kit), buffet lunch, coffee/tea on arrival, morning & afternoon of each day.

Course Certificate(s)

Internationally recognized certificates will be issued to all participants of the course who completed a minimum of 80% of the total tuition hours.

Certificate Accreditations

Haward's certificates are accredited by the following international accreditation organizations:

-  British Accreditation Council (BAC)

Haward Technology is accredited by the **British Accreditation Council** for **Independent Further and Higher Education** as an **International Centre**. Haward's certificates are internationally recognized and accredited by the British Accreditation Council (BAC). BAC is the British accrediting body responsible for setting standards within independent further and higher education sector in the UK and overseas. As a BAC-accredited international centre, Haward Technology meets all of the international higher education criteria and standards set by BAC.

-  The International Accreditors for Continuing Education and Training (IACET - USA)

Haward Technology is an Authorized Training Provider by the International Accreditors for Continuing Education and Training (IACET), 2201 Cooperative Way, Suite 600, Herndon, VA 20171, USA. In obtaining this authority, Haward Technology has demonstrated that it complies with the **ANSI/IACET 2018-1 Standard** which is widely recognized as the standard of good practice internationally. As a result of our Authorized Provider membership status, Haward Technology is authorized to offer IACET CEUs for its programs that qualify under the **ANSI/IACET 2018-1 Standard**.

Haward Technology's courses meet the professional certification and continuing education requirements for participants seeking **Continuing Education Units (CEUs)** in accordance with the rules & regulations of the International Accreditors for Continuing Education & Training (IACET). IACET is an international authority that evaluates programs according to strict, research-based criteria and guidelines. The CEU is an internationally accepted uniform unit of measurement in qualified courses of continuing education.

Haward Technology Middle East will award **1.8 CEUs** (Continuing Education Units) or **18 PDHs** (Professional Development Hours) for participants who completed the total tuition hours of this program. One CEU is equivalent to ten Professional Development Hours (PDHs) or ten contact hours of the participation in and completion of Haward Technology programs. A permanent record of a participant's involvement and awarding of CEU will be maintained by Haward Technology. Haward Technology will provide a copy of the participant's CEU and PDH Transcript of Records upon request.

Accommodation

Accommodation is not included in the course fees. However, any accommodation required can be arranged at the time of booking.

Course Instructor(s)

This course will be conducted by the following instructor(s). However, we have the right to change the course instructor(s) prior to the course date and inform participants accordingly:



Dr. Chris Le Roux, PhD, M.Com, B.Com (Hons), PMP, Industrial Psychologist (HPCSA Reg.), PMI-ATP Instructor PMI-PMP, PMI-CAPM Instructor is a **Senior Management Consultant & Project Management Professional** with over **30 years** of combined engineering, managerial, consulting, counseling, and international training experience across Africa, the Middle East, the Gulf region, and Europe. His expertise lies extensively in the areas of **Project & Contracts Management Skills, Project & Construction Management, Project Planning, Scheduling, Cost Control, and Earned Value Management, Project Management (Predictive, Agile, and Hybrid), PMO setup and governance, Project Delivery & Governance Framework, Project Management Practices, Project Management Disciplines, Risk and Contract Management** (including contract development, tendering, dispute resolution, and claims), **Risk Identification**

Tools & Techniques, Project Life Cycle, Stakeholder Management and Communication, Performance Coaching and Difficult Conversations, Project Management Processes, Project Integration Management, Project Management Plan, Project Work Monitoring & Control, Project Scope Management, Project Time Management, Project Cost Management, Project Quality Management, Quality Assurance, Project Human Resource Management, Project Communications Management, Leadership Orientation Programme, Leadership & Team Development, Psychology of Leadership, Interpersonal Skills & Teamwork, Coaching & Mentoring, Innovation & Creativity, Leadership & Performance Management, Leadership Communication, Leadership Excellence for Senior Management, Supervisory, Leadership, Coaching & Mentoring, Leadership, Communications & Interpersonal Skills, Administrative Leadership Skills, Office Management & Administration Skills, Contract Management, Tender Development, Contract Standards & Laws, Dispute Resolution & Risk Identification, Myers-Briggs Type Indicator (MBTI), Organization Development Consultation, Advanced Debriefing of Emotional Trauma, Interpersonal Motivation, Model Based Interviewing, Coaching & Motivation, Creative Thinking & Problem-Solving Techniques, Emotional Intelligence and Resilience, Presentation Skills, Communication & Interpersonal Skills, Effective Communication & Influencing Skills, Effective Business Writing Skills, Writing Business Documents, Business Writing (Memo & Report Writing), Controlling Your Time & Managing Stress, Crisis Management and Decision-Making Under Pressure; and Customer Experience, Service Excellence, and Negotiation Skills, Strategic Human Resources Management, Change Management and Organizational Development, Human Capital and Talent Management (succession planning, performance management, competency frameworks, and behavioral assessment), Strategic Planning and Execution, Project Risk Analysis & Risk Management, Global Diverse & Virtual Teams Operation, Exceeding Customer Expectations, Corporate Governance Best Practice, Business Performance Management & Improvement, Building Environment of Trust & Commitment, Win-Win Negotiation Strategies, Quality Improvement & Resource Optimization, Neuro Linguistic Programming (NLP), Personal Resilience Developing, Effective Role Modelling & Development, Managing Dynamic Work Environments, Organizational Development, Career Management, Situation & Behaviour Analysis, Interpersonal Motivation Skills, Inventory Management and Financial Administration. Further, he has also led or supported Training Needs Analyses (TNA), large-scale capability development programs, and leadership pipelines for technical, operational, and graduate employees. He is also well-versed in Water Supply System Security, Vulnerability & Terrorism, Integrated Security Systems, Incident Threat Characterization & Analysis, Physical Security Systems, Security Crisis, Security Emergency Plan, Command & Control System, Preventive Actions and Situation Analysis.

During his career life, Dr. Le Roux has gained his academic and field experience through his various significant positions and dedication as the **Training & Development General Manager, Departmental Head (Electrical), Project Manager, Account Manager, Commercial Sales Manager, Manager, Sales Engineer, Project Specialist, Psychology Practitioner, Senior Consultant/Trainer, Business Consultant, Assistant Chief Education Specialist, ASI Coordinator, Part-time Lecturer/Trainer, PMP & Scrum Trainer, Assessor & Moderator, Team Leader, Departmental Head, Senior HR Consultant, Senior Lecturer / Academic Supervisor, Technical Instructor/Qualifying Technician, Apprentice Electrician: Signals, International Trainer, and Part-Time Electrician** from various companies and universities such as the South African Railway (SAR), Department of Education & Culture, **ESKOM**, Logistic Technologies (Pty. Ltd), Human Development: Consulting Psychologies (HDCCP) & IFS, Mincon, Eagle Support Africa, Sprout Consulting, UKZN, Grey Campus, Classis Seminars and CBM Training.

Dr. Le Roux has a **PhD in Leadership in Performance & Change**, a **Master's degree in Human Resource Management**, a **Bachelor's degree (with Honours) in Industrial Psychology**, a National Higher Diploma and a National Technical Diploma in **Qualified Electrical & Mechanical Engineering** from **Germiston College, South Africa**. Further, he is a **Certified Project Management Professional (PMP)**, a **PMI Authorized Training Partner (ATP) Instructor**, a **Certified Associate in Project Management (PMI-CAPM)**, a **Certified Scrum Master Trainer** by the VMedu, a **Certified Instructor/Trainer** and a **Certified Internal Verifier/Assessor/Trainer** by the **Institute of Leadership & Management (ILM)**. Moreover, he is a **Registered Industrial Psychologist** by the Health Professions Council of South Africa (HPCSA), a **Registered Educator** by the South African Council for Educators (SACE) and a **Registered Facilitator, Assessor & Moderator** with Education, Training and Development Practices (ETDP) SETA. He has further delivered numerous trainings, courses, seminars, conferences and workshops globally.

Training Methodology

This interactive training course includes the following training methodologies as a percentage of the total tuition hours:-

30% Lectures

70% Practical Exercises, Case Studies, Games, Customized Videos, Site Visits, Simulations, Role Play, Group Skill Sessions, Outdoor & Indoor Activities

In an unlikely event, the course instructor may modify the above training methodology before or during the course for technical reasons.

Learning Design & Customization

This course can be customized to the exact requirements of clients. Haward Technology is so proud of our huge capabilities in tailoring our courses to the training needs of our valued clients.

Course Program

The following program is planned for this course. However, the course instructor(s) may modify this program before or during the workshop for technical reasons with no prior notice to participants. Nevertheless, the course objectives will always be met:

Day 1: Sunday, 18th of October 2026

0730 – 0800	Registration & Coffee
0800 – 0815	Welcome & Introduction
0815 – 0830	PRE-TEST
0830 – 0900	Introduction to Public Relations & Protocol Definition, Scope, and Importance of Public Relations • Understanding Protocol in Government and Corporate Environments • Differences Between Etiquette, Protocol, and Diplomacy • The Role of PR Professionals in Organizational Reputation
0900 – 0930	Principles of Professional Communication Verbal and Non-Verbal Communication Techniques • Active Listening and Professional Questioning • Communication Across Cultures and Generations • Managing Difficult Conversations Professionally
0930 – 0945	Break
0945 – 1030	Corporate Image, Branding & Reputation Management Building a Strong Organizational Image • Brand Consistency Through Professional Conduct • Personal Branding for PR Professionals • Reputation Management During Normal Operations and Crises
1030 – 1130	Business Etiquette & Executive Protocol Professional Greetings and Introductions • Business Card Exchange and Networking Etiquette • Dress Code Standards for Official Events • Office Etiquette and Executive Interactions
1130 – 1215	Diplomatic & International Protocol Diplomatic Ranks and Official Titles • Flag Protocol and National Symbols • Cultural Sensitivity in International Engagements • Hosting International Delegations
1215 – 1230	Break
1230 – 1330	Stakeholder Relations & VIP Management Identifying Internal and External Stakeholders • Managing VIP Expectations Professionally • Confidentiality and Discretion • Relationship-Building Strategies for Long-Term Engagement

1330 – 1420	Practical Activities <i>Professional Introductions Exercise • Cross-Cultural Communication Scenarios • VIP Reception Role-Play • Protocol Case Study Discussions</i>
1420 – 1430	Recap <i>Using this Course Overview, the Instructor(s) will Brief Participants about the Topics that were Discussed Today and Advise Them of the Topics to be Discussed Tomorrow</i>
1430	<i>Lunch & End of Day One</i>

Day 2: Monday, 19th of October 2026

0730 – 0830	Principles of Formal Event Planning <i>Types of Official and Corporate Events • Event Objectives and Strategic Planning • Event Budgeting Fundamentals • Timeline Development and Project Scheduling</i>
0830 – 0930	Event Protocol & Ceremony Management <i>Order of Precedence • Seating Arrangements and Protocol Charts • Receiving Lines and Official Welcomes • Ceremonial Procedures and Formalities</i>
0930 – 0945	<i>Break</i>
0945 – 1045	Event Logistics & Operations <i>Venue Selection and Layout Planning • Registration and Guest Flow Management • Vendor Coordination and Logistics • Risk Assessment and Contingency Planning</i>
1045 – 1145	Mastering VIP & Distinguished Guest Management <i>VIP Arrival and Departure Procedures • Escorting and Hosting Dignitaries • Security Coordination and Protocol • Managing Special Requests Professionally</i>
1145 – 1215	Official Ceremonies & Public Functions <i>Ribbon-Cutting Ceremonies • Award Presentations and Recognition Events • National Celebrations and Commemorations • Corporate Launches and Milestone Events</i>
1215 – 1230	<i>Break</i>
1230 – 1330	Media Relations During Formal Events <i>Media Planning and Accreditation • Press Conference Organization • Managing Photographers and Broadcasters • Handling Media Interviews Professionally</i>
1330 – 1420	Practical Activities <i>Event Planning Workshop • Seating Arrangement Exercise • VIP Protocol Simulation • Press Conference Role-Play</i>
1420 – 1430	Recap <i>Using this Course Overview, the Instructor(s) will Brief Participants about the Topics that were Discussed Today and Advise Them of the Topics to be Discussed Tomorrow</i>
1430	<i>Lunch & End of Day Two</i>

Day 3: Tuesday, 20th of October 2026

0730 – 0830	Excellence in Event Execution <i>Event-Day Coordination Techniques • Managing Event Timelines Effectively • Supervising Event Teams • Delivering Exceptional Guest Experiences</i>
0830 – 0930	Crisis Communication & Issue Management <i>Identifying Potential Event Risks • Crisis Communication Principles • Managing Complaints and Unexpected Situations • Post-Crisis Reputation Recovery</i>

0930 – 0945	<i>Break</i>
0945 – 1045	Public Speaking & Master of Ceremonies (MC) Skills <i>Voice Projection and Presentation Skills • Script Preparation and Sequencing • Audience Engagement Techniques • Managing Transitions and Unexpected Situations</i>
1045 – 1145	Post-Event Evaluation & Continuous Improvement <i>Event Performance Measurement • Collecting Participant Feedback • Lessons Learned and After-Action Reviews • Reporting Outcomes to Management</i>
1145 – 1215	Emerging Trends in Public Relations & Event Management <i>Digital and Hybrid Event Management • Artificial Intelligence in Event Planning • Sustainability and Green Events • Social Media Engagement and Live Event Coverage</i>
1215 – 1230	<i>Break</i>
1230 – 1315	Developing a Protocol Excellence Action Plan <i>Establishing Organizational Protocol Standards • Building a Protocol Handbook • Personal Professional Development Planning • Action Planning for Continuous Improvement</i>
1315 – 1345	Practical Activities <i>Crisis Response Simulation • Master of Ceremonies Practice • Event Evaluation Workshop • Group Presentation: Design and Present a Protocol-Compliant Formal Event</i>
1345 – 1400	Course Conclusion <i>Using this Course Overview, the Instructor(s) will Brief Participants about the Course Topics that were Covered During the Course</i>
1400 – 1415	POST-TEST
1415 – 1430	<i>Presentation of Course Certificates</i>
1430	<i>Lunch & End of Course</i>

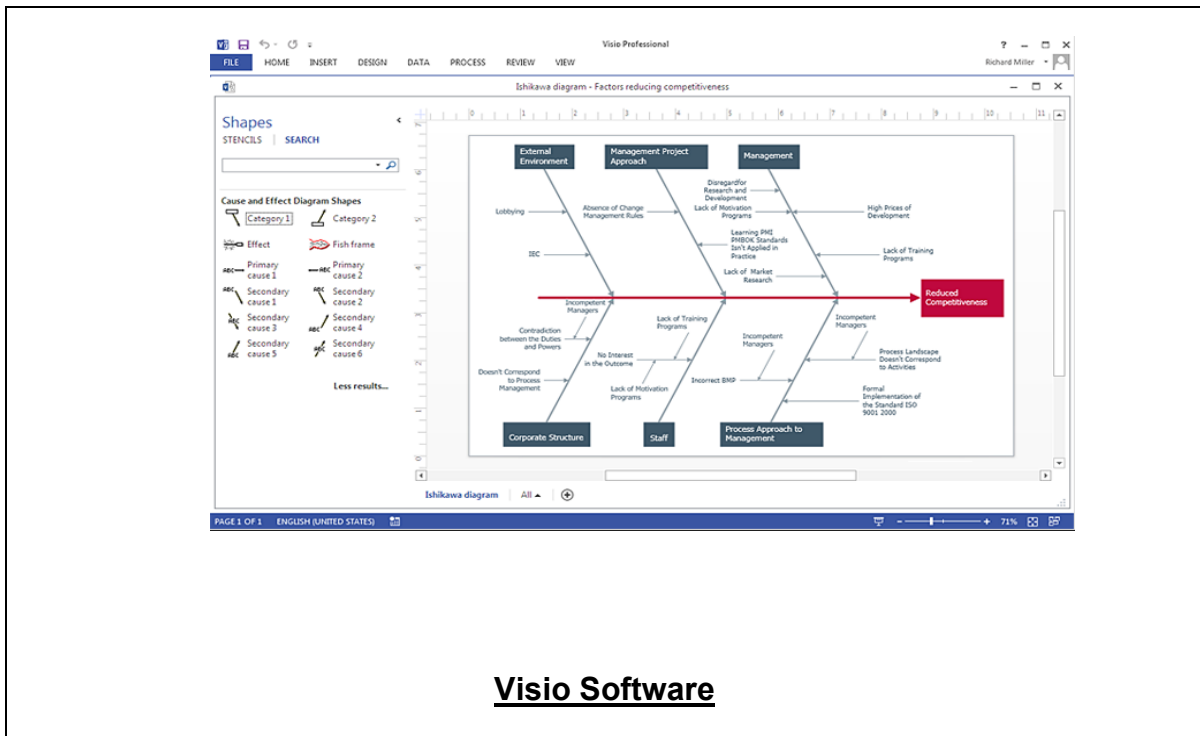
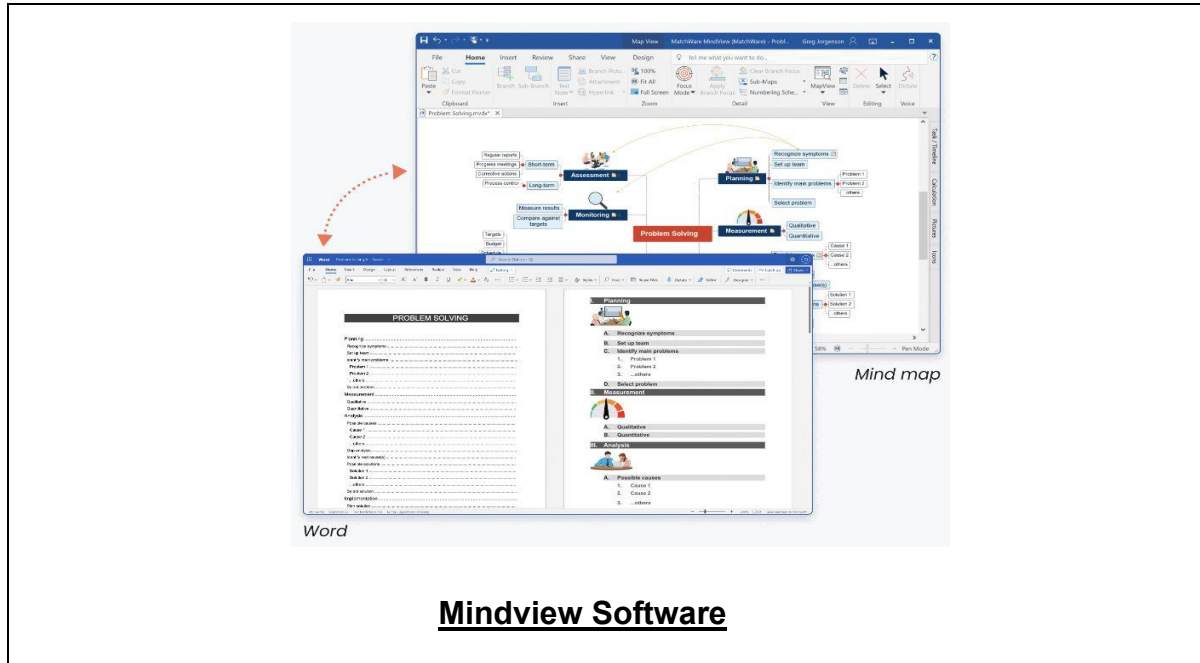
Expected Learning Outcomes

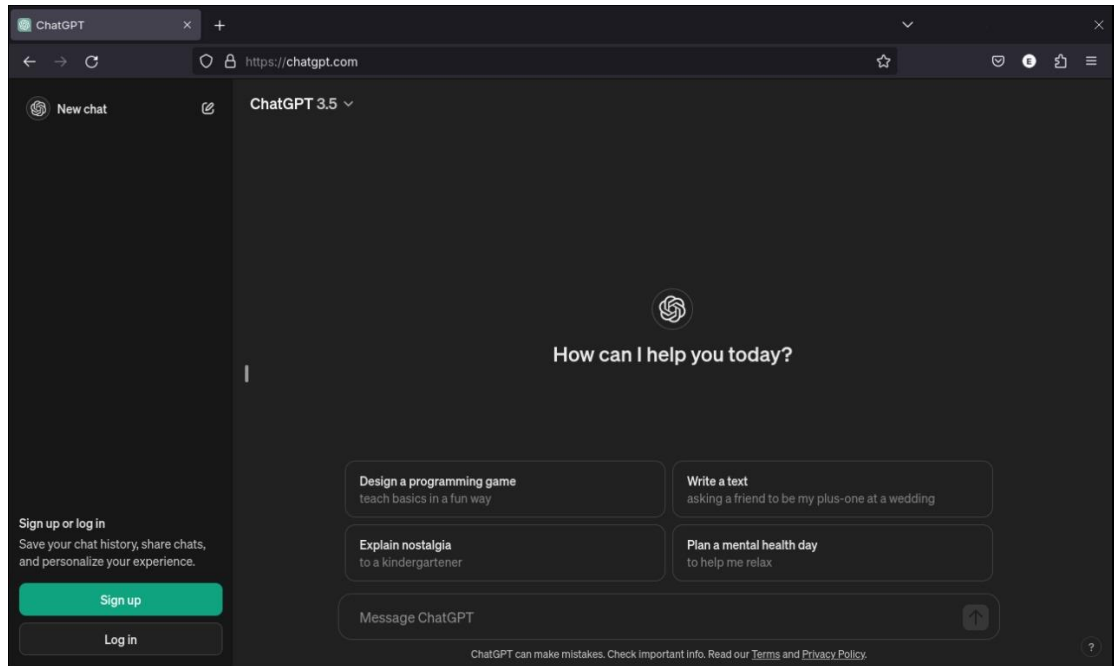
By the end of this course, participants will be able to:

- Understand the principles and standards of public relations, protocol, and professional etiquette
- Apply diplomatic, governmental, and corporate protocol in official engagements
- Plan, organize, and execute formal events in accordance with international best practices
- Manage VIPs, dignitaries, stakeholders, and media professionally
- Communicate effectively while protecting and enhancing organizational reputation
- Handle crises and unexpected situations during official events with confidence
- Evaluate event performance and implement continuous improvement strategies
- Develop practical protocol frameworks that enhance organizational excellence and stakeholder satisfaction

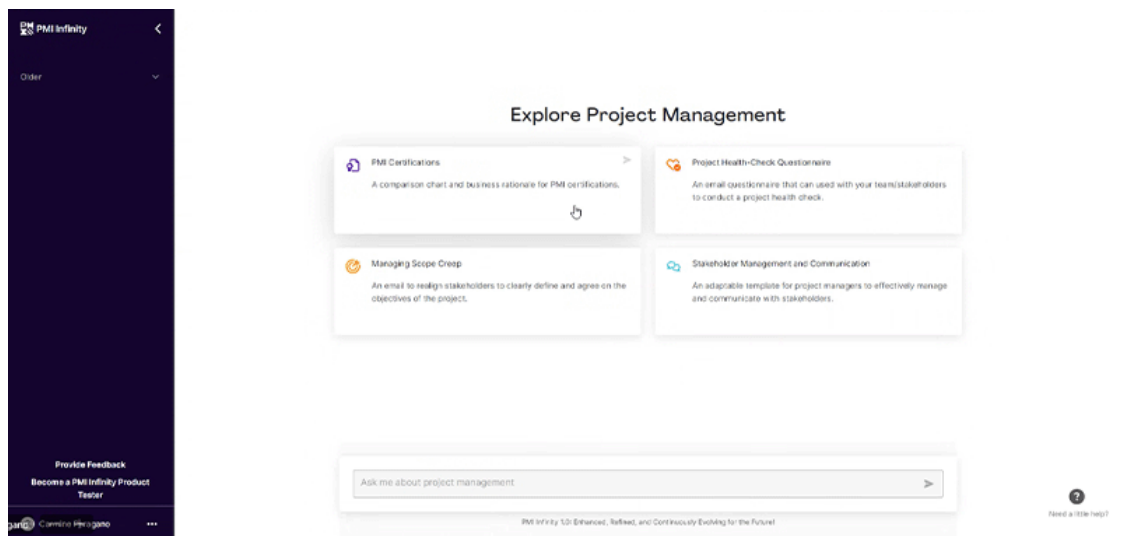
Software Tools Demonstration

Practical sessions will be demonstrated through software tools during the course for delegates. Delegates will have an opportunity to understand the exercises using the “Mindview Software”, “Visio Software”, “ChatGPT” and “PMI Infinity”.





ChatGPT Software



PMI Infinity

Course Coordinator

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