



Protocol & Event Management Masterclass

Administration, Communication & Customer Service

QGT-ADM-160 | Masterclass | 5 or 10 days | Online, classroom, in-house

Course overview

Protocol & Event Management Masterclass is a senior-level masterclass on strategy and performance in Protocol & Event Management. It covers the principles, the requirements of international service and communication best practice, and the practical methods used on site, with case studies from operations in the Gulf, Africa and worldwide. Available online, in the classroom in 60 cities, or in-house.

What participants will be able to do

- Explain the principles, terminology and scope of Protocol & Event Management
- Apply the relevant requirements of international service and communication best practice
- Use practical tools, checklists and calculations with confidence
- Recognise common problems, risks and root causes and choose the right corrective action
- Build a business case and roadmap their leadership team can act on

Who should attend

Designed for administrative staff, executive assistants, marketing, sales and customer-facing teams in senior and leadership roles.

Course outline (5 days)

Day 1: Strategic view of Protocol & Event Management

Trends, regulation and what leading companies do differently

Day 2: Benchmarking and performance

KPIs, maturity models and gap analysis

Day 3: Lessons from major incidents and projects

Decision points that changed outcomes

Day 4: Leading the change

Building the business case, budget and team capability

Day 5: Masterclass forum

Expert panel, peer exchange and personal roadmap

What the 10-day edition adds

Day 6: Applied project, part 1 – Apply the week-one methods to a case from your organisation

Day 7: Data and digital tools – Software, spreadsheets and digital tools used in practice

Day 8: Lessons from incidents and audits – What investigations and audit findings teach

Day 9: Applied project, part 2 – Complete, test and refine your solution

Day 10: Presentations and final assessment – Present to the group and complete the final assessment

Fees (USD per participant)

Duration	Live online	Classroom	In-house
5 days	\$3,000	\$5,500	On quote
10 days	\$5,500	\$9,900	On quote

Fees include course material and certificate of completion; classroom fees include refreshments and lunch. In-house training is priced per group.

Dates and cities 2027–2030

Dates	City	Format	Duration	Fee
8–12 Mar 2027	Budapest	Classroom	5 days	\$5,500
15–26 Mar 2027	Beirut	Classroom	10 days	\$9,900
29 Mar – 2 Apr 2027	Brussels	Classroom	5 days	\$5,500
2–13 Aug 2027	Houston	Classroom	10 days	\$9,900
9–13 Aug 2027	Online (live)	Online (live)	5 days	\$3,000
23–27 Jan 2028	Al Khobar	Classroom	5 days	\$5,500
21 Feb – 3 Mar 2028	Bangkok	Classroom	10 days	\$9,900
12–16 Mar 2028	Riyadh	Classroom	5 days	\$5,500
31 Jul – 11 Aug 2028	Singapore	Classroom	10 days	\$9,900
9–13 Oct 2028	Online (live)	Online (live)	5 days	\$3,000
25 Feb – 1 Mar 2029	Jeddah	Classroom	5 days	\$5,500
25 Mar – 5 Apr 2029	Algiers	Classroom	10 days	\$9,900
23–27 Jul 2029	Manchester	Classroom	5 days	\$5,500
29 Jul – 9 Aug 2029	Doha	Classroom	10 days	\$9,900
10–14 Sep 2029	Online (live)	Online (live)	5 days	\$3,000
13–17 Jan 2030	Alexandria	Classroom	5 days	\$5,500
29 Apr – 10 May 2030	Tunis	Classroom	10 days	\$9,900
6–10 May 2030	Marrakech	Classroom	5 days	\$5,500
13–24 May 2030	Istanbul	Classroom	10 days	\$9,900
2–6 Dec 2030	Online (live)	Online (live)	5 days	\$3,000

How to register

Register online or scan the code

<https://qimmatrainig.com/courses/protocol-and-event-management-masterclass/>

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