



# إتقان العلاقات الحكومية والمهنيين والفعاليات والبروتوكول



**AGILE LEADERS**  
Training Center

16 - 20 Mar 2027  
دبي - Road Zayed Sheikh Marriott by Inn Residence



## إتقان العلاقات الحكومية والمهنيين والفعاليات والبروتوكول

المرجع: 36355\_26356 التاريخ: 16 - 20 Mar 2027 الموقع: دبي - الـرسور: Road Zayed Sheikh Marriott by Inn Residence  
Euro 4500

### Course Overview:

This course is designed to equip professionals with advanced skills to navigate the complexities of government relations, plan impactful events, manage stakeholders, and apply professional protocol and etiquette. Participants will gain in-depth knowledge and hands-on experience in managing government relationships, strategizing event execution, fostering stakeholder engagement, and mastering diplomatic protocols. This course uniquely integrates government relations, event management, stakeholder engagement, and protocol & etiquette for professionals who frequently interact with government bodies, host dignitaries, engage stakeholders, or plan formal events. By blending real-world scenarios, interactive sessions, and comprehensive case studies, the course empowers participants to approach each component with confidence. Ultimately, this immersive training aims to enhance participants' capabilities, enabling them to manage high-level engagements and formal occasions efficiently, making it essential for professionals in public relations, government affairs, and event coordination roles.

### Target Audience:

- Government Relations Officers
- Event Managers and Coordinators
- Public Relations Specialists
- Executives in Corporate Affairs
- Protocol Officers and Diplomatic Staff

### Targeted Organizational Departments:

- Government Affairs
- Public Relations
- Corporate Affairs
- Protocol Departments
- Event Management

### Targeted Industries:

- Government and Public Sector
- Corporate
- Hospitality
- Public Relations and Communications
- Diplomatic and International Relations

## Course Offerings:

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

- Establish and maintain effective government relations.
- Develop comprehensive event management strategies for various scales.
- Apply formal protocol and etiquette in government, corporate, and diplomatic settings.
- Build and sustain long-term stakeholder engagement.
- Plan and execute events that align with government, protocol, and stakeholder expectations.

## Training Methodology:

This course utilizes a blend of case studies, hands-on activities, role-playing exercises, and feedback sessions to provide a dynamic learning experience. Participants will engage in real-world scenarios, practising government relations, protocol and etiquette, and stakeholder engagement in simulated environments. Through group work, they will develop and present event management plans, gaining peer and instructor feedback. Case studies illustrate effective government relations and stakeholder strategies while role-playing exercises provide practical insights into formal and informal encounters with dignitaries or officials. Reflection sessions after each day reinforce learning, helping participants integrate skills to handle high-profile engagements confidently.

## Course Toolbox:

- Comprehensive ebooks for government relations, stakeholder engagement, event planning, and etiquette
- Templates for event checklists, stakeholder engagement plans, and protocol guidelines
- Case study materials for practical applications
- Reading materials on global etiquette and stakeholder engagement strategies
- Checklists for protocol arrangements and stakeholder assessment

## Course Agenda:

### Day 1: Introduction to Government Relations

- Basics of Government Relations and Public Policy Topic 1:
- Developing Strategic Relationships with Government Entities Topic 2:
- Navigating Compliance and Legal Considerations Topic 3:
- Effective Communication Techniques in Government Relations Topic 4:
- Lobbying Strategies and Best Practices Topic 5:
- Case Studies of Successful Government Relations Topic 6:
- Review of the day's key points and learnings Reflection & Review:



## Day 2: Fundamentals of Event Management

- Introduction to Event Planning and Objectives Topic 1: •
- Event Budgeting, Logistics, and Resource Allocation Topic 2: •
- Risk Management and Contingency Planning Topic 3: •
- Managing Vendor Relations and Logistics Topic 4: •
- Creating Event Timelines and Briefings Topic 5: •
- Hands-On Exercise: Event Conceptualization Topic 6: •
- Discuss insights from the day's exercises Reflection & Review: •

## Day 3: Stakeholder Engagement in Event Management

- Identifying and Analyzing Key Stakeholders Topic 1: •
- Strategies for Stakeholder Engagement and Communication Topic 2: •
- Managing Stakeholder Expectations and Feedback Topic 3: •
- Involving Stakeholders in Event Planning and Execution Topic 4: •
- Evaluating Stakeholder Engagement Effectiveness Topic 5: •
- Case Studies on Successful Stakeholder Engagement Topic 6: •
- Daily insights and key takeaways Reflection & Review: •

## Day 4: Mastering Protocol and Etiquette

- Cross-Cultural Etiquette and Global Protocols Topic 1: •
- Formal Greetings, Introductions, and Body Language Topic 2: •
- Dress Codes and Presentation Standards Topic 3: •
- Table Manners and Hosting Etiquette Topic 4: •
- Diplomatic Behavior and Formal Language Topic 5: •
- Workshop: Role-Playing Etiquette Scenarios Topic 6: •
- Review of protocol principles Reflection & Review: •

## Day 5: Integrating Skills for Professional Excellence

- Combining Government Relations, Stakeholder Engagement, and Protocol in Events Topic 1: •
- Media and Crisis Communication in High-Stakes Events Topic 2: •
- Strategies for Long-Term Stakeholder Engagement Topic 3: •
- Final Group Project: High-Level Event Simulation Topic 4: •
- Practical Insights from Real-Life Cases Topic 5: •
- Course Summary and Key Takeaways Topic 6: •
- Final review and course wrap-up Reflection & Review: •

## How This Course is Different from Other Government Relations & Protocol Courses:

Unlike other courses, this course is uniquely tailored for professionals handling high-level interactions with government officials, stakeholders, and dignitaries. This course integrates government relations with event management, stakeholder engagement, and protocol & etiquette, ensuring a well-rounded understanding of each area and their interconnections. Through immersive exercises, participants gain hands-on experience, making this course highly practical and applicable. The combination of real-world case studies, protocol simulations, and live event planning makes this course an unmatched opportunity to develop skills that are vital for roles in government affairs, corporate event management, and protocol, with a strong emphasis on stakeholder engagement.



## فئات الدورات التدريبية



HR TRAINING &  
DEVELOPMENT

دورات إدارة و تطوير الموارد البشرية



دورات إدارة و تحليل البيانات ودورات علم  
البيانات



دورات إدارة الجودة وتطوير العمليات



الدورات التدريبية في مجال البيئة والاستدامة



دورات التسويق وإدارة علاقات العملاء وإدارة  
المبيعات



دورات التدريب القانوني والمشتريات  
والتعاقدات



دورات الاتصال الجماهيري و السياسات  
والعلاقات العامة



دورات النظم السبراني ودورات تقنية  
المعلومات



دورات الصيانة ودورات المجالات الهندسية  
المتنوعة



دورات الصحة والسلامة والأمن المهني



دورات السكرتارية و إدارة المكاتب



دورات الحوكمة وإدارة المخاطر والامتثال



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## فئات الدورات التدريبية



دورات معتمدة من قبل هيئات دولية



دورات في مجالات القيادة والإدارة



دورات المهارات الشخصية وتطوير الذات



دورات المحاسبة و التمويل و دورات الإدارة  
المالية



دورات مكتب إدارة المشاريع وإدارة المشاريع  
الرشيقية

## مدن التدريب



أمستردام - هولندا



أكرا - غانا



أثينا - اليونان



أبوظبي - الإمارات العربية المتحدة



الدوحة - قطر



الدار البيضاء - المغرب



الجبيل - المملكة العربية السعودية



استنبول - تركيا



المنامة - مملكة البحرين



الكويت - الكويت



القاهرة - مصر



الرياض - المملكة العربية السعودية



بانكوك - تايلند



بالي - جمهورية إندونيسيا



بأكو - أذربيجان



باريس - فرنسا

## مدن التدريب



تبليسي - جورجيا



بوكيت - تايلاند



برشلونة - إسبانيا



براغ - جمهورية التشيك



دبي - الإمارات العربية المتحدة



جوهانسبرغ - جنوب إفريقيا



جنيف - سويسرا



جاكرتا - جمهورية إندونيسيا



سيول - كوريا الجنوبية



سان دييغو - الولايات المتحدة الأمريكية



زنجر - تنزانيا



روما - إيطاليا



طشقند - أوزبكستان



طرابزون - تركيا



شيكاغو - الولايات المتحدة الأمريكية



شرم الشيخ - مصر

## مدن التدريب



فيينا - النمسا



عن بعد - منصة زووم



عمان - المملكة الأردنية الهاشمية



طوكيو - اليابان



لندن - المملكة المتحدة



لانكاوي - ماليزيا



كاب تاون - جنوب إفريقيا



كوالالمبور - ماليزيا



مونتره - سويسرا



مسقط - سلطنة عمان



مدريد - إسبانيا



ماربيا - إسبانيا



نيس - فرنسا



نairobi - كينيا



ميونخ - ألمانيا



ميلان - إيطاليا

# WHO WE ARE

Agile Leaders is a renowned training center with a team of experienced experts in vocational training and development. With 20 years of industry experience, we are committed to helping executives and managers replace traditional practices with more effective and agile approaches.

## OUR VISION

We aspire to be the top choice training provider for organizations seeking to embrace agile business practices. As we progress towards our vision, our focus becomes increasingly customer-centric and agile.

## OUR MISSION

We are dedicated to developing value-adding, customer-centric agile training courses that deliver a clear return on investment. Guided by our core agile values, we ensure our training is actionable and impactful.

## WHAT DO WE OFFER

At Agile Leaders, we offer agile, bite-sized training courses that provide a real-life return on investment. Our courses focus on enhancing knowledge, improving skills, and changing attitudes. We achieve this through engaging and interactive training techniques, including Q&As, live discussions, games, and puzzles.



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