



إتقان العلاقات الحكومية والمهنيين والفعاليات والبروتوكول



AGILE LEADERS
Training Center

09 - 13 Feb 2027
الدار البيضاء

إتقان العلاقات الحكومية والمهنيين والفعاليات والبروتوكول

المرجع: 36355_26363 التاريخ: 09 - 13 Feb 2027 الموقع: الدار البيضاء الرسوم: 4100 Euro

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

الدورات التدريبية في مجال البيئة والاستدامة	دورات إدارة الجودة وتطوير العمليات
دورات إدارة و تحليل البيانات ودورات علم البيانات	دورات إدارة و تطوير الموارد البشرية
دورات الذهن السيرياني ودورات تقنية المعلومات	دورات الاتصال الجماهيري و السياسات والعلاقات العامة
دورات التدريب القانوني والهشتريات والتعاقدات	دورات التسويق وإدارة علاقات العملاء وإدارة المبيعات
دورات الحوكمة وإدارة المخاطر والامتثال	دورات السكرتارية و إدارة المكاتب
دورات الصحة والسلامة والذهن المهني	دورات الصيانة ودورات المجالات الهندسية المتنوعة
دورات المحاسبة و التهويل و دورات الإدارة المالية	دورات المهارات الشخصية وتطوير الذات
دورات في مجالات القيادة والإدارة	دورات معتمدة من قبل هيئات دولية
دورات مكتب إدارة المشاريع وإدارة المشاريع الرشيقية	

معدن التدريب

أكرّا غانا	أثينا اليونان	أبوظبى الإمارات العربية المتحدة
الجبيل المملكة العربية السعودية	استنبول تركيا	أهستردام هولندا
الرياض المملكة العربية السعودية	الدوحة قطر	الدار البيضاء المغرب
المنامة مملكة البحرين	الكويت الكويت	القاهرة مصر
بانكوك تايلند	باكو أذربيجان	باريس فرنسا
برلين ألمانيا	برشلونة إسبانيا	براغ جمهورية التشيك
تيليسى جورجيا	بوكت تايلاند	بورتو البرتغال
جنيف سويسرا	جاكارتا جمهورية إندونيسيا	تورنتو كندا
روما إيطاليا	دلي الإمارات العربية المتحدة	جوهانسبرغ جنوب أفريقيا
سنغافورة سنغافورة	سان دييغو الولايات المتحدة الأمريكية	زنجرار تنزانيا
شيكاغو الولايات المتحدة الأمريكية	شرم الشيخ مصر	سيول كوريا الجنوبية
طوكيو اليابان	طشقند أوزبكستان	طرابزون تركيا
فرانكفورت ألمانيا	عن بعد منصة زوم	عمان المملكة الأردنية الهاشمية

مدن التدريب

كيب تاون جنوب افريقيا	كوالالمبور ماليزيا	فيينا النمسا
لندن المملكة المتحدة	لشبونة البرتغال	لانكاوي ماليزيا
مسقط سلطنة عمان	هدريد اسبانيا	ماربيا اسبانيا
ميونخ ألمانيا	ميلان إيطاليا	مونترو سويسرا
	نيويورك الولايات المتحدة الأمريكية	نيروبي كينيا