Event Management & Communication Training
Including Protocol & Etiquette

27th – 31st March 2017, at The Capital Hotel Sandton, Johannesburg RSA

PROGRAM OVERVIEW

Whether it is a national conference, a specialist training session, a public meeting, or a local fundraiser, events are the public face of your organization. This workshop offers a practical guide, and you will leave with a toolkit that will help you organize future activities with confidence and flair. The program looks at the power of events to build your organization and promote its aims. You will explore the planning process, going step by step through the different elements, and along the way creating an effective timeline.

You will look at how to get people to attend the event and how to manage the delegate process. You will look at finding the best venues, facilities, catering and treats. You will also learn how to evaluate your event, so that each time you are able to build on your success.

During these events what is acceptable behaviour in one state or institution might be unacceptable in another.

The absence of protocol would lead to misunderstanding and disagreement that might eventually result in confusion and conflict. This program will also therefore enlighten you on the official forms of procedure that are expected in various social, political and institutional settings.

WHO SHOULD ATTEND:

- Event managers
- Event co-coordinators
- Personal Assistants
- Executive Administrators/Secretaries
- Those who might be required to plan and manage an event as part of their current career portfolio
- Anyone who aspires to become an event planner

This seminar is designed for individuals who have protocol, events, or meetings and conferences coordination responsibilities; serve as gatekeepers for senior-level managers and officers; deal with international clients or colleagues; are entering the global marketplace.
LEARNING OUTCOMES
Events Management

1. Be able to prepare and present event proposals to stakeholders internally and externally;
2. Be able to structure and manage an event as a project;
3. Have an overview of procurement, the contracting process and contracting management principles; (focus on pfma and supply chain management policies)
4. Be able to design and implement all aspects of the event planning process, including planning for risk;
5. Have comprehensive knowledge of the operational and logistical management of events;
6. Have acquired monitoring and evaluation, skills
7. Understand the foundations of protocol
8. Explain the importance of national symbols
9. Applying the orders of seniority in government and in the institution
10. Understanding protocol observations when hosting VIPs
11. Know the appropriate hanging of the Official Photographs
12. How to dine with class

Protocol

Communications
- Becoming a powerful communicator
- Positioning yourself as a thought leader
- Advancing your objectives and motivating others
- Speaking assertively in meetings and interpersonal conversations
- Developing your own unique speaking style
- Focusing any presentation and delivering with impact
- Speaking with confidence and charisma
- Writing and composition skills with compelling content
- Emphasizing meaning with a powerful voice
- Communicating assertively in meetings and conversations
- Successfully negotiating projects and contracts
- Winning new business and opportunities

KEY TAKE AWAYS

- Templates for Events Planning
- Templates for Events Budgeting
- Templates for Equipment Needs
- Templates for Terms of Reference of Committee Members
- Templates for Events Risk Management
- Checklist for Disability Access
- Checklist for Events Emergency Planning
- Checklist for Infrastructure Inspection

MODULAR OUTLINE

MODULE 1: EVENTS MANAGEMENT FOUNDATION

- Why Is The Event Proposed?
- What Is It For?
- What Format Will Be Used?
- When Will It Be Held?
- Where Will It Be Held?
- Who Will Be Responsible
- What Resources Will Be Required?
- How Will The Resources Be Acquired?
- How Will The Event Benefit The Organization?
- What Are The Likely Barriers
- What Contingency Plans Are Needed
MODULE 2: PLANNING PROCESS
- 6 to 12 Months Ahead
- 3 to 6 Months
- 2 Months Ahead
- 1 Month Ahead
- 1 Week Before
- Day Before Event
- Event Day

MODULE 3: EVENTS COSTS MANAGEMENT
- What Is An Event Budget?
- Who Is Responsible For A Budget?
- The Budgeting Process

MODULE 4: LOGISTICS MANAGEMENT
- Select a venue
- Site plan
- Entry and exit details
- Waste Disposal
- Public liability
- Health and safety permits
- Security Checklist
- First aid and emergency medical supplies
- Emergency procedures

MODULE 5: THE EFFECTIVE COMMUNICATOR
- Why is good communication important
- What are the barriers to effective communication
- Structuring the communication
- Getting your point across using the correct tone and style
- Accuracy: punctuation and grammar

MODULE 6: VERBAL AND NON-VERBAL COMMUNICATION
- Establishing open and honest, two-way communication
- Getting your point of view across
- Understanding how listening can solve interpersonal problems
- Body language and voice
- Principles of Successful Written Communication
- Structuring the communication
- Getting your point across using the correct tone and style

MODULE 7: BUSINESS COMMUNICATION
- Managing people
- Negotiating
- Socializing
- Giving presentations
- Advertising
- Applying for a job

MODULE 8: CULTURAL DIMENSIONS
- Non verbal communication
- Communication Style
- Time and Space
- Power
- The individual and the group
- Uncertainty
- Nature

MODULE 9: PUBLIC RELATIONS
- Defines the role that Public Relations plays in an organisation and the linkage good Public Relations give between an organisation and its various publics
- The use of the common industrial terms and jargon in Public Relations
- The importance of corporate image and role of PR plays in the make-up of good corporate image

MODULE 10: MEDIA RELATIONS
- In-depth understanding of the different types of media and explore the best reach, frequency, efficiency and selectivity to reach their target audiences
- Different media function works in different states and settings

MODULE 11: CORPORATE IDENTITY AND REPUTATION
- Purpose of building a corporate identity and programme
- Importance of corporate reputation
MODULE 12: CRISIS COMMUNICATIONS
- Objectives that a PR practitioner should take note of in a crisis and handle it successfully
- Public image and perceptions of an organization
- How best a PR practitioner can be more proactively involved in an organization and reduce the likelihood of a crisis

MODULE 13: EMPLOYEE COMMUNICATIONS
- Importance of good employee communications
- Defines the roles that Public Relations and Human Resource play.
- How best to achieve effective communication
- Steps and strategies on how to handle internal employee communication breakdown

MODULE 14: COMMUNITY RELATIONS
- Purpose and importance of community relations in conveying messages, influencing opinions and actions etc, to establish a socially responsible image for the organisation

NEWS RELEASES
- What is News
- Tips on crafting effective news releases

MODULE 15: FUNDAMENTALS OF PROTOCOL
- What Is Protocol
- How Different is it from Etiquette and Diplomacy
- Where did it Originate from
- Where is it Applicable

MODULE 16: NATIONAL SYMBOLS AND THEIR SIGNIFICANCE
- Specific observation of National Symbols
- Focus on the National Flag and its regulations.
- National Anthem (Respect to be Accorded the Anthem; How Should One Stand; Is One Forced to Sing; When to Sing etc)

MODULE 17: ORDER OF SENIORITY IN THE PUBLIC SECTOR
- Order of Seniority at Official Functions (A Critical Look at the Rubrics from the President and Diplomats to the Spouses of VIPs)

MODULE 18: FORMS OF ADDRESS
- How to address in writing, verbally, letter salutation and ending the following offices
  - President
  - Prime Minister
  - Ministers
  - Governors
  - Mayors
  - Councillors
  - Religious Leaders

MODULE 19: PROTOCOL WHEN HOSTING
- How to Address Various Office Bearers in Speech, in Letter Writing and when with Spouses
- Meeting a VIP Vehicle or Plane
- Side where the VIP sits and Why
- How to Receive a VIP
- How to Introduce People
- Acceptable Conduct when Facilitating Introductions
- Types of Gifts
- Cultural etiquette

MODULE 20: PRACTICAL SITTING ARRANGEMENTS
- Sitting Plan (U-shape; pod; circle; conference etc)
- The Main Table
- Placing the Host and the Guest of Honour
- Table Plans for Different Occasions (breakfast; social luncheon or dinner; with spouses)
- Place Cards

MODULE 21: INTERNATIONAL CULTURAL ETIQUETTE
- Meeting and Greeting
- Names and Titles
- Body Language
- Corporate Culture
- Dining and Entertainment
- Dressing
- Presentation and Receive of Gifts

MODULE 22: DINNING ETIQUETTE
- Dining together strengthens relationships.
- Business entertaining: seating, ordering, paying the bill, tipping, toasting
- Behavior at the table
Registration Form

PLEASE COMPLETE THIS FORM AND EMAIL BACK TO INFO@OSEASONEVENTS.CO.ZA TO SUCCESSFULLY COMPLETE YOUR BOOKING

Company Name_________________________________ Country_____________________________________________

Tel Number: ____________________________________ Fax:  ______________________________________________
Signature: ______________________________________ Date: ____________________________________________

(This booking is not valid without a signature)

DELEGATES DETAILS (PLEASE FILL IN USING BLOCK CAPITALS)

1st Delegate Details:

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Job Title  Email (required)  Telephone

2nd Delegate Details:

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AUTHORIZATION

I wish to register the delegate(s) indicated above

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Job Title  Email (required)  Telephone

Signature: ______________________________  Date: ______________________________

(This booking is not valid without a signature)

TERMS AND CONDITIONS

1. Payment Terms: On the return of the registration form, full payment is required within 14 working days. Payment must be received prior to the conference date O-Seasons Events reserves the right to refuse entry into the conference should full payment not have been received prior to this date. Cancellation will be charged under the term set out below. 2. Cancellations, No shows & Substitutions: Cancellations received in writing more than 21 days prior to the event being held carry a 50% cancellation fee. Should cancellations be received between 21 days and the date of the event, the full conference fee is payable and non-refundable. Non-payment or non-attendance does not constitute cancellation. No show will be charged the full registration fee. Cash alternatives will not be offered, however, substitutes at no extra charge are welcome. 3. Alterations to advertised package: O-Seasons Events reserves the right to alter this programme without notice or penalty and in such situations no refunds or part-refunds or alternative offer will be made. Should O-Seasons Events permanently cancel an event, for any reason whatsoever; the Client shall be provided a credit of the equivalent amount paid towards the cancelled event. In the case of a postponed or cancelled event, O-Seasons Events will not be responsible for covering airfare, accommodation, or other travel cost incurred by Clients. 4. Copyright: All intellectual property rights in the materials distributed by O-Seasons Events in connection with this event are expressly reserved and any unauthorized duplication, publication or distribution is prohibited.

Bank Details

Name of account: O-Seasons Events (PTY) LTD
Registration Number: 2012/060287/07
Bank: The Standard Bank of SA Ltd
Branch code: 001255
Branch Name: Rivonia
Account Number: 370463854
Type of acc: Business Cheque
Swift code: SBZAZAJJ

Conference Fees

Please select your venue by ticking the boxes below

- Conference and Workshop (5 days)  $2,500
- Airport Transfer (both ways)  $100
- Accommodation Per Night  $110
- Optional Tour  $150

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Please remember to email this form to us at info@oseasonsevents.co.za