Expert Government Events and Protocol Management Training Course



16 - 20 Nov 2026

Casablanca

4500 € (Per Person)

Ref: #EL5758_269234

Course Introduction / Overview:

This comprehensive training course is designed to provide professionals with the specialized knowledge and strategic skills needed to plan and execute high-stakes government events with precision and adherence to international protocol. It is a critical guide for navigating the complex and often sensitive world of public sector gatherings, from diplomatic conferences and state visits to official ceremonies and public forums. The curriculum is informed by best practices in international relations and public administration, drawing on principles from "Protocol: The Complete Handbook of Diplomatic, Official and Social Usage" by Mary Jane McCaffery and Pauline Innis. This foundational text provides a framework for understanding the nuances of rank, precedence, and official conduct. Participants will learn how to manage complex logistical challenges, ensure security, and implement ceremonial procedures that reflect national and institutional dignity. BIG BEN Training Center has developed this program to be highly practical and scenario-based, using case studies of real diplomatic and official events to illustrate key concepts. The training emphasizes a meticulous and detail-oriented approach, empowering professionals to manage events that are both flawless in execution and strategically aligned with government objectives.

Target Audience / This training course is suitable for:

- Government and public sector employees.
- Diplomatic and embassy staff.
- Protocol and events officers.
- Military and security personnel involved in ceremonies.
- Executive assistants to government officials.
- Public relations and communication staff.
- International relations specialists.

Target Sectors and Industries:

- Government and public administration.
- Diplomatic corps and foreign relations.
- Military and defense.
- International organizations.
- Public safety and security.
- Non-profit organizations with government liaison roles.
- Government agencies and equivalents.

Target Organizations Departments:

- Protocol and events.
- Public relations and communications.
- International relations.
- Executive offices and administration.
- Security and protection.
- Foreign affairs.
- Community and public affairs.

Course Offerings:

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

- Apply official protocol rules for government and diplomatic events.
- Strategically plan and manage the logistics of high-profile gatherings.
- Navigate complex seating arrangements and order of precedence.
- Ensure security and risk mitigation for official functions.
- Coordinate with multiple government agencies and international bodies.
- Master the nuances of flag etiquette and ceremonial procedures.
- Manage communications and media relations for public sector events.

Course Methodology:

This training course employs a highly interactive and scenario-based methodology to provide a practical understanding of government events and protocol management. The program combines expert-led sessions with a comprehensive project where participants will be tasked with planning a hypothetical official event, such as a state dinner or a summit. This includes tasks such as creating a detailed timeline, developing seating charts based on protocol, and drafting a security plan. BIG BEN Training Center has structured the curriculum to include workshops on topics like ceremonial procedures, official communication, and crisis management. The training is designed to foster a collaborative learning environment, with opportunities for peer review and feedback on planning documents. This practical and dynamic approach ensures that participants are not only knowledgeable about the rules of protocol but are also equipped with the real-world skills needed to execute flawless and secure government events.

Course Agenda (Course Units):

Unit One: The Foundations of Government Events

- The strategic purpose of official events.
- Understanding the hierarchy and chain of command.
- Introduction to diplomatic and official protocol.
- Key roles in government event planning.
- Legal and regulatory frameworks.
- Risk assessment and contingency planning.
- Case studies in official ceremonies.

Unit Two: Protocol and Seating Arrangements

- Order of precedence for officials and dignitaries.
- Seating plans for dinners and conferences.
- Flag etiquette and display.
- Proper titles and forms of address.
- The exchange of official gifts.
- Cultural considerations in protocol.
- Ceremonial procedures and their importance.

Unit Three: Strategic Planning and Logistics

- Developing a comprehensive event plan.
- Venue selection and security assessments.
- Budgeting for official events.
- Managing official invitations and RSVPs.
- Transportation and motorcade logistics.
- Vendor and supplier management.
- Liaison with security agencies.

Unit Four: Security, Crisis, and Media Management

- Threat assessment and security protocols.
- Crowd control and access management.
- Emergency response planning.
- Public relations and media handling.
- Crafting official statements and press releases.
- The role of social media in crisis communication.
- Managing public perception.

Unit Five: The Future of Government Events

- Emerging trends in digital governance.
- Utilizing technology for official events.
- Cybersecurity for virtual conferences.
- Sustainability in public sector events.
- Building a career in government protocol.
- Leadership in high-stakes environments.
- Action planning for professional growth.

FAQ:

Qualifications required for registering to this course?

There are no requirements.

How long is each daily session, and what is the total number of training hours for the course?

This training course spans five days, with daily sessions ranging between 4 to 5 hours, including breaks and interactive activities, bringing the total duration to 20 - 25 training hours.

Something to think about:

How does a meticulous and detail-oriented approach to government protocol fundamentally contribute to maintaining diplomatic relations and national credibility on the global stage?

What unique qualities does this course offer compared to other courses?

This training course is distinguished by its deep, specialized focus on the intricacies of government and diplomatic protocol. Unlike generic event management programs, this curriculum, developed by BIG BEN Training Center, is tailored to the specific and high-stakes environment of the public sector. The course provides a comprehensive framework for understanding and applying the rules of precedence, etiquette, and security that are essential for official functions. Through its scenario-based learning model and emphasis on real-world case studies, participants will not just learn theory but will also gain the confidence to manage complex and sensitive events with a high degree of professionalism. Its focus on security, crisis management, and international coordination makes this program essential for anyone who needs to operate effectively in a government or diplomatic setting.