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COURSE BROCHURE

Official Event Protocol Essentials Training Course

22 – 26 February 2027
Casablanca

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Registered in the United Kingdom and Saudi Arabia

Official Event Protocol Essentials Training Course

Ref: 725_27185 **Date:** 22 – 26 February 2027 **Location:** Casablanca **Fees:** 4500 GBP

Official Event Protocol Essentials is a 1-week training course for protocol officers, event coordinators and executive office staff who prepare ceremonies, receptions and visiting delegations, and each participant builds an event protocol plan for a real occasion. Official gatherings now carry more guests, tighter security and closer public attention, so small errors in precedence or reception quickly become visible. Jupiter Prime Training presents Official Event Protocol as a core practitioner discipline.

Why Official Event Protocol Matters Now

Three forces shape official occasions today: hosts receive more frequent delegations from partner institutions, security and accreditation teams demand earlier and firmer guest lists, and live coverage on social channels means every arrival, handshake and seat is recorded. An office that handles these occasions well signals respect and protects relationships; one that handles them badly risks offence and embarrassment. The course draws on established international practice, including the Vienna Convention on Diplomatic Relations VCDR and the Vienna Convention on Consular Relations VCCR for the courtesies owed to mission staff.

Who Gains Most from Official Event Protocol

- Staff who draft precedence lists and seating charts
- Coordinators who book venues, transport and accommodation for visiting delegations
- Officers who greet principals and escort guests on arrival and departure
- Executive office staff who prepare invitations, briefing notes and principal schedules
- Liaison staff who work with security and media teams on the day

A protocol unit or executive office gains most when several members attend together.

Official Event Protocol Capabilities

Participants learn to turn an invitation request into a staged occasion, from guest list to farewell.

- Build a precedence list from rank, office and host convention — principal and seating decisions
- Design seating plans for banquets, panels and podium ceremonies — host and guest relations
- Specify reception sequences for arriving dignitaries — security and escort teams
- Apply flag, address and invitation conventions correctly — official correspondence
- Test a minute-by-minute run sheet against contingencies — on-the-day coordination
- Communicate visit logistics clearly to suppliers and liaison staff — delegation hosting

Key Official Event Protocol Terms

- Order of precedence — the agreed ranking of guests by office or status that decides seating, speaking and arrival order.
- Run sheet — a timed, minute-by-minute script of an occasion naming who does what, where and when.
- Seating plan — a diagram placing each guest at a table or row according to precedence and host intent.
- Advance visit — an inspection of the venue and route before the occasion to confirm timings, access and risks.
- Forms of address — the correct titles and salutations used in speech and in writing for official guests.
- Note verbale — an unsigned third-person diplomatic letter used to confirm visit details between institutions.

Official Event Protocol Day by Day

Day 1: The Purpose of Official Occasions

- Occasion Types and Formality Levels — Choosing the Right Format for the Host
- Host Intent Statement — Setting the Message an Occasion Should Convey
- Stakeholder Map of Principals, Guests and Suppliers — Assigning Responsibility
- Diplomatic Courtesies Under the Vienna Conventions — Treating Mission Guests Correctly
- Planning Timeline Backwards From Event Day — Fixing Decision Deadlines

Day 2: Precedence, Address and Invitations

- Building an Order of Precedence List — Ranking Guests Without Causing Offence
- Forms of Address and Titles — Correct Salutations in Speech and Writing
- Invitation Cards and Reply Tracking — Confirming Attendance Before Final Seating
- Flag Order and Display Conventions — Arranging National and Institutional Flags
- Notes Verbales and Visit Confirmations — Agreeing Details With Partner Institutions

Day 3: Seating, Reception and Hospitality

- Banquet and Panel Seating Plans — Placing Principals and Guests of Honour
- Arrival and Greeting Line Sequence — Receiving Dignitaries in Correct Order
- Gift Exchange Etiquette — Selecting and Presenting Official Gifts
- Menu and Dietary Planning for Mixed Delegations — Respecting Cultural Requirements
- Dress Code Guidance on Invitations — Setting Expectations for Every Guest

Day 4: VIP Visit Logistics

- Advance Visit Checklist — Confirming Venue, Route and Access Points
- Motorcade and Transport Schedules — Moving Delegations Safely and On Time
- Accreditation and Guest List Control — Coordinating With Security Teams
- Media Positions and Photo Opportunities — Managing Coverage of Principals
- Supplier Briefing Pack — Aligning Venue, Catering and Audio-Visual Crews

Day 5: Practising the Event Protocol Plan

- Minute-by-Minute Run Sheet Drafting — Scripting a Full Ceremony Timeline
- Contingency Scenarios for Late Arrivals — Adjusting Precedence and Seating Live
- Rehearsal and Walk-Through Routine — Testing Reception and Escort Roles
- Post-Event Debrief Template — Capturing Lessons for the Next Occasion
- Completed Event Protocol Plan — Presenting a Ready Plan for a Real Occasion

Applying Official Event Protocol After the Course

- Lead a walk-through of the next official occasion using the run sheet and advance visit checklist from the course.
- Rebuild the office precedence list and seating templates so every coordinator plans from the same reference.

Official Event Protocol Questions FAQ

What is official event protocol and why does it matter now?

Official event protocol is the set of rules and routines that decide how guests are ranked, received and seated at formal occasions. It matters now because delegations are more frequent, security demands are earlier and every moment of an occasion can be seen publicly.

Which roles gain most from official event protocol training?

Protocol officers, event coordinators and executive office staff gain most. You benefit if you plan seating, greet principals or coordinate suppliers for ceremonies and visits.

How does official event protocol differ from a diplomatic protocol course?

Official event protocol focuses on staging a single occasion from invitation to farewell. A diplomatic protocol course looks more broadly at relations between states, privileges and mission practice, while this subject stays with precedence, seating and the run sheet.

What do you bring back from official event protocol training?

You bring back a finished plan for a real occasion in your organisation. It includes a precedence list, seating plans, a reception sequence, visit logistics and a timed run sheet that colleagues can rehearse.

Official Event Protocol: The Way Forward

The event protocol plan is first used to confirm the guest ranking and seating for the next ceremony or visit. Protocol staff and coordinators use it as their shared reference on the day. After its first use, the debrief is worth revisiting to adjust reception timings and contingency choices, so later occasions in a ministry or an energy company run more smoothly.