



Protocol & Event Management: Advanced Level

Administration, Communication & Customer Service

QGT-ADM-124 | Advanced | 5 or 10 days | Online, classroom, in-house

Course overview

Protocol & Event Management: Advanced Level is an advanced programme for experienced practitioners in Protocol & Event Management. It covers the principles, the requirements of international service and communication best practice, and the practical methods used on site, with case studies from operations in the Gulf, Africa and worldwide. Available online, in the classroom in 60 cities, or in-house.

What participants will be able to do

- Explain the principles, terminology and scope of Protocol & Event Management
- Apply the relevant requirements of international service and communication best practice
- Apply advanced analysis methods to real operating data
- Recognise common problems, risks and root causes and choose the right corrective action
- Prepare an improvement plan for their own site or organisation

Who should attend

Designed for administrative staff, executive assistants, marketing, sales and customer-facing teams with at least three years of experience.

Course outline (5 days)

Day 1: Core principles revisited

Fast review and recent changes in international service and communication best practice

Day 2: Advanced analysis methods

Detailed techniques, data interpretation and calculations

Day 3: Design and performance optimisation

Improving reliability, efficiency and cost

Day 4: Troubleshooting complex cases

Diagnosing multi-cause problems from field data

Day 5: Risk, decisions and integration

Building a risk-based plan and presenting recommendations

What the 10-day edition adds

Day 6: Applied project, part 1 – Apply the week-one methods to a case from your organisation

Day 7: Data and digital tools – Software, spreadsheets and digital tools used in practice

Day 8: Lessons from incidents and audits – What investigations and audit findings teach

Day 9: Applied project, part 2 – Complete, test and refine your solution

Day 10: Presentations and final assessment – Present to the group and complete the final assessment

Fees (USD per participant)

Duration	Live online	Classroom	In-house
5 days	\$3,000	\$5,500	On quote
10 days	\$5,500	\$9,900	On quote

Fees include course material and certificate of completion; classroom fees include refreshments and lunch. In-house training is priced per group.

Dates and cities 2027–2030

Dates	City	Format	Duration	Fee
1–12 Mar 2027	Bangkok	Classroom	10 days	\$9,900
3–7 May 2027	Casablanca	Classroom	5 days	\$5,500
16–27 Aug 2027	Cape Town	Classroom	10 days	\$9,900
6–10 Sep 2027	Rome	Classroom	5 days	\$5,500
25 Oct – 5 Nov 2027	Online (live)	Online (live)	10 days	\$5,500
10–21 Apr 2028	Vienna	Classroom	10 days	\$9,900
10–14 Jul 2028	Sharjah	Classroom	5 days	\$5,500
17–28 Jul 2028	Brussels	Classroom	10 days	\$9,900
30 Oct – 3 Nov 2028	Stockholm	Classroom	5 days	\$5,500
20 Nov – 1 Dec 2028	Online (live)	Online (live)	10 days	\$5,500
5–16 Mar 2029	Frankfurt	Classroom	10 days	\$9,900
15–19 Apr 2029	Algiers	Classroom	5 days	\$5,500
9–20 Jul 2029	Istanbul	Classroom	10 days	\$9,900
16–20 Jul 2029	Bangkok	Classroom	5 days	\$5,500
17–28 Sep 2029	Online (live)	Online (live)	10 days	\$5,500
26 May – 6 Jun 2030	Manama	Classroom	10 days	\$9,900
8–12 Jul 2030	Toronto	Classroom	5 days	\$5,500
19–30 Aug 2030	London	Classroom	10 days	\$9,900
26–30 Aug 2030	Cape Town	Classroom	5 days	\$5,500
21 Oct – 1 Nov 2030	Online (live)	Online (live)	10 days	\$5,500

How to register

Register online or scan the code

<https://qimmatrainig.com/courses/protocol-and-event-management-advanced-level/>

WhatsApp: +971 50 697 0908

Email: training@qimmatrainig.com

