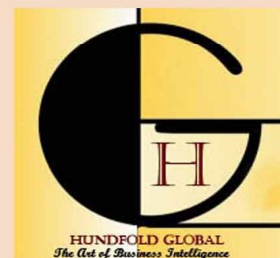


# **EVENTS MANAGEMENT & COMMUNICATIONS WORKSHOP**

**INCLUDING PROTOCOL AND ETIQUETTE**



**18th - 22nd November 2013**  
**Protea Hotels**  
**Wanderers**  
**Johannesburg**



## **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.

## **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

### **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

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## Protocol

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

## **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
- ⇒ Accuracy: punctuation and grammar

## **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)
- ⇒ Government Order of Precedence
- ⇒ Diplomats Order of Precedence
- ⇒ Order of seniority
- ⇒ Rules to be Observed

## **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
- ⇒ Dressing for the Occasion
- ⇒ 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
- ⇒ Embarrassing dining situations



# Events Management & Communications Workshop

Including Protocol and Etiquette

## REGISTRATION FORM

### Delegate Information

1. Prof/ Dr/ Mr/ Mrs/ Miss.....

Position:.....Telephone:.....

Email:.....

2. Prof/ Dr/ Mr/ Mrs/ Miss.....

Position:.....Telephone:.....

Email:.....

3. Prof/ Dr/ Mr/ Mrs/ Miss.....

Position:.....Telephone:.....

Email:.....

4. Prof/ Dr/ Mr/ Mrs/ Miss.....

Position:.....Telephone:.....

Email:.....

18<sup>th</sup>—22<sup>nd</sup> November 2013  
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Johannesburg  
South Africa

# 16

## REGISTRATION FEES STRUCTURE

### Event Option : 1

5 days summit = USD 3,550.00 per delegate include 6 nights bed & breakfast, airport transfer, training material, lunch, limited refreshment.

### Events options : 2

5 days summit = USD 2,400.00 per delegate include, training material, lunch, limited refreshment

### Authorizing Signature:

Prof/ Dr/ Mr/ Mrs/ Miss..... Organization:.....

Signature:.....Telephone:.....

Position.....

Physical Address.....

Postal Address:.....

VAT No:..... **THIS BOOKING IS INVALID WITHOUT A SIGNATURE**

### Payment Options:

Bank Transfer : First National Bank ; Constantia Kloof Branch, Code 250655; Acc. no. 62283359571; Swift Code: FIRNZAJJ

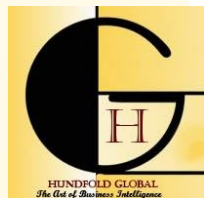
Credit card  Master card  Visa  Diners club  AMEX

Card no : □□□□□ □□□□ □□□□ □□□□ Expiry Date □□ / □□

Cardholder's name: ..... Signature : .....

ID Number : □□□□ □□□□ □□□□ □□□□ CV No. □□□

Authorization code : ..... Date : .....



**TERMS & CONDITIONS**  
**Payment Terms:**  
Payment must be completed 7 days from the date of invoice. Admission to event is dependent on the completion of full payment  
**Event Changes:**  
For reasons beyond our control, the timing, content and speakers of an event may be altered. In the event that our event is postponed or cancelled, delegate payments will be credited to any future Hundfold event (such credit is available for a year). No Cash Refunds are available for cancellations or postponements. Hundfold Global is absolved from and indemnified against any loss or damage as a result of any cancellation, postponement, substitution or alteration arising from any cause whatsoever.  
**Delegate Cancellations:**  
All cancellations must be received by Hundfold Global in writing. Any cancellation received 30 working days prior to the event being held will attract a 50% cancellation fee. Should cancellations be received between 21 working days and the date of the event, the Conference fee is payable and non-refundable. Non payment and 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. Any cancellations received less than 21 working days before the event start - date do not entitle the delegate to a refund or credit note and the full fee must be paid. None attendance without notification is treated as cancellation with no entitlement to any refund or credit.  
Bookings including accommodation are subject to the contract between Hundfold Global and the Hotel concerned.

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