



2-day interactive program on

Protocol Management

3 & 4 December 2008 • JW Marriott Hotel • Kuala Lumpur

AFTER THIS PROGRAM,

YOU WILL RETURN TO YOUR JOB....

- Appreciating the importance of the right use of protocol in corporate events
- Understanding the sensitivity of protocol in any form at corporate events
- Observing and conducting the correct form of protocol procedures and practices required in a formal ceremony
- Being better able to cope and manage unpleasant moments with confidence, finesse and diplomacy
- Enhancing your protocol skills in managing future events successfully

FOCUSING ON

- Corporate Events: Everybody's Business
- Appreciation of Malaysian Protocol
- Managing the 8 Protocol Formalities
- Formation of Working Committees
- 18 Elements in a Formal Event
- Issues & Challenges in Managing Protocol

PLUS! Group Exercises & Presentations

A "MUST-NOT-MISS" PROGRAM FOR

- Directors / Deputy Directors
- General Managers
- Public Relations Managers
- Corporate Communication Managers
- Marketing & Promotion Managers
- Event Managers & Assistants
- Business Development Managers
- Relationship Managers
- Senior Managers
- Heads of Departments
- Public Officials
- Customer Service Managers
- Customer Contact Personnel
- Public Relations Personnel
- Government Liaison Personnel
- Personal Assistants & Confidential / Senior Secretaries
- Non-Governmental Organizations (NGO's)
- All professionals involved in protocol management and /or need to enhance their knowledge in this area

METHODOLOGY

Lectures, knowledge sharing, individual and group exercises, role plays and application of skills

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