



# Mastering Government Relations, Event Management, Protocol & Etiquette and stakeholder engagement

14 & 15 April 2025  
Madrid



**AGILE LEADERS**  
Training Center



# Mastering Government Relations, Event Management, Protocol & Etiquette and stakeholder engagement

**Ref.:** 36355\_263343 **Date:** 14 - 18 Apr 2025 **Location:** Madrid **Fees:** 4800 Euro

## Course Overview:

This course is designed to equip professionals with advanced skills to navigate the complexities of government relations, plan impactful events, manage stakeholders, and apply professional protocol and etiquette. Participants will gain in-depth knowledge and hands-on experience in managing government relationships, strategizing event execution, fostering stakeholder engagement, and mastering diplomatic protocols. This course uniquely integrates government relations, event management, stakeholder engagement, and protocol & etiquette for professionals who frequently interact with government bodies, host dignitaries, engage stakeholders, or plan formal events. By blending real-world scenarios, interactive sessions, and comprehensive case studies, the course empowers participants to approach each component with confidence. Ultimately, this immersive training aims to enhance participants' capabilities, enabling them to manage high-level engagements and formal occasions efficiently, making it essential for professionals in public relations, government affairs, and event coordination roles.

## Target Audience:

- Government Relations Officers
- Event Managers and Coordinators
- Public Relations Specialists
- Executives in Corporate Affairs
- Protocol Officers and Diplomatic Staff

## Targeted Organizational Departments:

- Government Affairs
- Public Relations
- Corporate Affairs
- Protocol Departments
- Event Management

## Targeted Industries:

- Government and Public Sector
- Corporate
- Hospitality
- Public Relations and Communications
- Diplomatic and International Relations

## Course Offerings:

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

- Establish and maintain effective government relations.
- Develop comprehensive event management strategies for various scales.
- Apply formal protocol and etiquette in government, corporate, and diplomatic settings.
- Build and sustain long-term stakeholder engagement.
- Plan and execute events that align with government, protocol, and stakeholder expectations.

## Training Methodology:

This course utilizes a blend of case studies, hands-on activities, role-playing exercises, and feedback sessions to provide a dynamic learning experience. Participants will engage in real-world scenarios, practising government relations, protocol and etiquette, and stakeholder engagement in simulated environments. Through group work, they will develop and present event management plans, gaining peer and instructor feedback. Case studies illustrate effective government relations and stakeholder strategies while role-playing exercises provide practical insights into formal and informal encounters with dignitaries or officials. Reflection sessions after each day reinforce learning, helping participants integrate skills to handle high-profile engagements confidently.

## Course Toolbox:

- Comprehensive ebooks for government relations, stakeholder engagement, event planning, and etiquette
- Templates for event checklists, stakeholder engagement plans, and protocol guidelines
- Case study materials for practical applications
- Reading materials on global etiquette and stakeholder engagement strategies
- Checklists for protocol arrangements and stakeholder assessment

## Course Agenda:

### Day 1: Introduction to Government Relations

- **Topic 1:** Basics of Government Relations and Public Policy
- **Topic 2:** Developing Strategic Relationships with Government Entities
- **Topic 3:** Navigating Compliance and Legal Considerations
- **Topic 4:** Effective Communication Techniques in Government Relations
- **Topic 5:** Lobbying Strategies and Best Practices
- **Topic 6:** Case Studies of Successful Government Relations
- **Reflection & Review:** Review of the day's key points and learnings



## Day 2: Fundamentals of Event Management

- **Topic 1:** Introduction to Event Planning and Objectives
- **Topic 2:** Event Budgeting, Logistics, and Resource Allocation
- **Topic 3:** Risk Management and Contingency Planning
- **Topic 4:** Managing Vendor Relations and Logistics
- **Topic 5:** Creating Event Timelines and Briefings
- **Topic 6:** Hands-On Exercise: Event Conceptualization
- **Reflection & Review:** Discuss insights from the day's exercises

## Day 3: Stakeholder Engagement in Event Management

- **Topic 1:** Identifying and Analyzing Key Stakeholders
- **Topic 2:** Strategies for Stakeholder Engagement and Communication
- **Topic 3:** Managing Stakeholder Expectations and Feedback
- **Topic 4:** Involving Stakeholders in Event Planning and Execution
- **Topic 5:** Evaluating Stakeholder Engagement Effectiveness
- **Topic 6:** Case Studies on Successful Stakeholder Engagement
- **Reflection & Review:** Daily insights and key takeaways

## Day 4: Mastering Protocol and Etiquette

- **Topic 1:** Cross-Cultural Etiquette and Global Protocols
- **Topic 2:** Formal Greetings, Introductions, and Body Language
- **Topic 3:** Dress Codes and Presentation Standards
- **Topic 4:** Table Manners and Hosting Etiquette
- **Topic 5:** Diplomatic Behavior and Formal Language
- **Topic 6:** Workshop: Role-Playing Etiquette Scenarios
- **Reflection & Review:** Review of protocol principles

## Day 5: Integrating Skills for Professional Excellence

- **Topic 1:** Combining Government Relations, Stakeholder Engagement, and Protocol in Events
- **Topic 2:** Media and Crisis Communication in High-Stakes Events
- **Topic 3:** Strategies for Long-Term Stakeholder Engagement
- **Topic 4:** Final Group Project: High-Level Event Simulation
- **Topic 5:** Practical Insights from Real-Life Cases
- **Topic 6:** Course Summary and Key Takeaways
- **Reflection & Review:** Final review and course wrap-up

## How This Course is Different from Other Government Relations & Protocol Courses:

Unlike other courses, this course is uniquely tailored for professionals handling high-level



interactions with government officials, stakeholders, and dignitaries. This course integrates government relations with event management, stakeholder engagement, and protocol & etiquette, ensuring a well-rounded understanding of each area and their interconnections. Through immersive exercises, participants gain hands-on experience, making this course highly practical and applicable. The combination of real-world case studies, protocol simulations, and live event planning makes this course an unmatched opportunity to develop skills that are vital for roles in government affairs, corporate event management, and protocol, with a strong emphasis on stakeholder engagement.

# WHO WE ARE

Agile Leaders is a renowned training center with a team of experienced experts in vocational training and development. With 20 years of industry experience, we are committed to helping executives and managers replace traditional practices with more effective and agile approaches.

## OUR VISION

We aspire to be the top choice training provider for organizations seeking to embrace agile business practices. As we progress towards our vision, our focus becomes increasingly customer-centric and agile.

## OUR MISSION

We are dedicated to developing value-adding, customer-centric agile training courses that deliver a clear return on investment. Guided by our core agile values, we ensure our training is actionable and impactful.

## WHAT DO WE OFFER

At Agile Leaders, we offer agile, bite-sized training courses that provide a real-life return on investment. Our courses focus on enhancing knowledge, improving skills, and changing attitudes. We achieve this through engaging and interactive training techniques, including Q&As, live discussions, games, and puzzles.



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## Gamified and Interactive Training

We understand that training delivery can be challenging, both online and offline. To ensure engagement and achieve learning objectives, we have developed our own activities and collaborated with industry-leading solutions to gamify our training sessions. This approach increases interaction levels and guarantees effective learning outcomes.



## Our Training Categories

We cover a wide range of training categories to cater to different needs and interests

- Branding, Marketing, Customer Relations, & Sales Programs
- Political & Public Relations Programs
- Finance and Accounting Programs
- Project Management Programs
- Human Resources Management Programs
- Quality & Process Management
- Management & Leadership Programs
- Self-Development Programs

Join Agile Leaders today and embark on a transformative journey towards becoming a more agile and effective leader. Experience our customer-centric approach, actionable training, and guaranteed return on investment. Let us help you unleash your full potential in the dynamic business landscape.



## Where to Find Us

You can join our training programs at our centers located in



We also offer online training sessions through the Zoom platform.

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- France** Paris
- UK** London
- Italy** Rome
- Egypt** Cairo, Sharm El-Sheikh
- Turkey** Istanbul
- Georgia** Tbilisi
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