



VIP Hospitality Event Operations Training Course

24 – 28 January 2027
Marbella

VIP Hospitality Event Operations Training Course

Ref: 1582_216652 **Date:** 24 – 28 January 2027 **Location:** Marbella **Fees:** 5700 Euro

Overview

VIP Hospitality Event Operations Training Course is a one-week advanced programme for hotel event leaders and VIP service teams responsible for high-profile guest experiences. Participants convert an event brief into coordinated protocol, arrival and movement flows, accommodation, venue, banquet, supplier, security, accessibility, rehearsal, command, and contingency arrangements. The course focuses on discreet hotel operations and live cross-department control rather than general event promotion. Each participant leaves with a VIP Hospitality Event Operations Plan. Agile Leaders Training Center provides this course to strengthen precise and resilient delivery of high-profile hospitality events.

Who Should Attend

- Hotel event managers and banquet leaders
- VIP services, protocol, and guest relations teams
- Duty managers and hospitality operations leaders
- Venue, conference, and special-event coordinators
- Security, concierge, and transport liaison professionals

Departments and Industries

- Hotels, resorts, conference venues, and luxury hospitality
- Events, banqueting, catering, and guest relations
- Front office, concierge, housekeeping, and transportation
- Security, facilities, production, and supplier management
- Corporate, diplomatic, cultural, and high-profile hospitality events

Learning Objectives

- Translate a VIP event brief into operational requirements and decision ownership
- Design protocol, arrival, movement, accommodation, and guest-service flows
- Coordinate venue, banquet, production, supplier, security, and accessibility interfaces
- Build rehearsal, event-command, communication, and escalation structures
- Evaluate contingencies and lead operational responses during live delivery
- Create an integrated VIP Hospitality Event Operations Plan



Course Agenda

Day 1: VIP Event Brief and Operating Strategy

1. Interpret purpose, audience, service level, and success criteria
2. Map stakeholders with a Decision and Protocol Matrix
3. Define event scope, operating zones, and responsibility boundaries
4. Create a VIP Guest Profile and Discretion Register
5. Build an Event Operations Brief

Day 2: Protocol, Arrival, Movement, and Accommodation

1. Map precedence, titles, forms of address, and greeting requirements
2. Design invitation, reception, seating, introduction, and departure flows
3. Coordinate transport, access, parking, and secure movement routes
4. Plan room blocks, rooming lists, amenities, and accommodation handoffs
5. Validate the VIP Journey Flow Map

Day 3: Venue, Banquet, Production, and Supplier Integration

1. Translate the programme into venue zoning and room-set requirements
2. Sequence food and beverage, banquet, and ceremonial service
3. Integrate staging, audiovisual, signage, décor, and technical production
4. Coordinate suppliers through a Delivery and Dependency Schedule
5. Run a venue and service readiness inspection

Day 4: Security, Accessibility, Rehearsal, and Contingency

1. Coordinate security, privacy, crowd, medical, and safety interfaces
2. Plan accessibility, cultural, religious, and communication requirements
3. Build a Risk, Trigger, and Contingency Matrix
4. Design rehearsal scripts, checkpoints, and go or hold decisions
5. Conduct a tabletop rehearsal and escalation exercise

Day 5: Live Event Command and Post-Event Review

1. Establish the event command structure and communication channels
2. Use an Event Run Sheet and live status board
3. Manage deviations, incidents, handoffs, and executive updates
4. Close guest, venue, supplier, and operational commitments
5. Present a VIP Hospitality Event Operations Plan and review method



Practical Exercises

- Convert a VIP event brief into an operating map
- Design arrival, seating, movement, and accommodation flows
- Build a banquet and production dependency schedule
- Run a rehearsal and contingency tabletop exercise
- Present a complete VIP event operations plan

Frequently Asked Questions

Is this a general event-planning course?

No. It concentrates on hotel operations, VIP protocol, discretion, cross-department command, and live service delivery.

Does the course prescribe official ceremonial protocol?

No. It teaches a method for identifying and coordinating applicable protocol requirements with authorised stakeholders.

Is security planning included?

The course covers operational interfaces, responsibilities, communication, and escalation, while specialist security decisions remain with authorised professionals.

Conclusion

Participants finish able to coordinate VIP hospitality events from brief through live command and review using a practical VIP Hospitality Event Operations Plan.