

PUBLIC RELATIONS | COURSE BROCHURE

VIP Visits and Official Ceremonies

5 days | Classroom training | English

SMART HORIZON

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Course content

Why attend

Official ceremonies and VIP visits require precise planning, protocol and coordination with security teams. This course covers planning VIP visits, programme and timing, protocol and precedence, security coordination, ceremony design, media arrangements, hospitality and managing last-minute changes.

VIP visits are high-stakes and leave little room for error. You will learn to plan and run them with confidence.

Professional Problems This Course Is Designed to Solve

- Difficulty translating subject knowledge into practical workplace decisions.
- Inconsistent approaches to the activities covered in the course outline.
- Lack of a structured plan for applying and reviewing new skills.

Course methodology

Visit planning exercises, run-of-show development, protocol scenarios and simulations.

Course objectives

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

- Plan VIP visits end to end
- Develop detailed programmes and timings
- Apply protocol and precedence
- Coordinate with security teams
- Design ceremonies and media arrangements
- Manage hospitality and last-minute changes

Target audience

This course is suitable for:

- Protocol officers
- Event managers
- Executive office staff
- PR managers
- Government relations staff



Course content

Target competencies

Participants will develop competencies in:

- Visit planning
- Run-of-show
- Protocol
- Security coordination
- Contingency management

Course outline

Day 1: VIP Visits

09:00–10:08	Types of visits
10:08–11:00	Stakeholders
11:00–11:30	**Coffee break**
11:30–11:45	Stakeholders (continued)
11:45–12:53	Case studies
12:53–14:00	Exercise

Day 2: Programme

09:00–10:08	Programme design
10:08–11:00	Timings
11:00–11:30	**Coffee break**
11:30–11:45	Timings (continued)
11:45–12:53	Run-of-show
12:53–14:00	Workshop

Day 3: Protocol and Security

09:00–10:08	Precedence
10:08–11:00	Security liaison
11:00–11:30	**Coffee break**



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11:30–11:45	Security liaison (continued)
11:45–12:53	Movements
12:53–14:00	Exercise

Day 4: Ceremonies and Media

09:00–10:08	Ceremony design
10:08–11:00	Media arrangements
11:00–11:30	**Coffee break**
11:30–11:45	Media arrangements (continued)
11:45–12:53	Speeches
12:53–14:00	Simulation

Day 5: Hospitality and Changes

09:00–10:08	Hospitality
10:08–11:00	Gifts
11:00–11:30	**Coffee break**
11:30–11:45	Gifts (continued)
11:45–12:53	Last-minute changes
12:53–14:00	Action plan

The timings provided are estimates and may vary depending on the number of participants and the discussions taking place during the sessions. They are indicative only and do not constitute a binding commitment.



Course content

Dates, venues and fees

Current published course plans. Fees are per participant in EUR, excluding unconfirmed taxes.

Venue	Start date	End date	Fee (EUR)
Rome Confirmed dates	16 Nov 2026	20 Nov 2026	**€2,450.-**
Online Confirmed dates	16 Nov 2026	20 Nov 2026	**€1,250.-**
Paris Confirmed dates	7 Dec 2026	11 Dec 2026	**€2,860.-**
Online Confirmed dates	7 Dec 2026	11 Dec 2026	**€1,250.-**
Dubai Confirmed dates	11 Jan 2027	15 Jan 2027	**€3,150.-**
Online Confirmed dates	11 Jan 2027	15 Jan 2027	**€1,250.-**
London Confirmed dates	25 Jan 2027	29 Jan 2027	**€2,450.-**
Online Confirmed dates	25 Jan 2027	29 Jan 2027	**€1,250.-**
Frankfurt Confirmed dates	15 Feb 2027	19 Feb 2027	**€2,650.-**



Course content

Dates, venues and fees (continued)

Venue	Start date	End date	Fee (EUR)
Online Confirmed dates	15 Feb 2027	19 Feb 2027	**€1,250.–**
Rome Confirmed dates	8 Mar 2027	12 Mar 2027	**€2,450.–**
Online Confirmed dates	8 Mar 2027	12 Mar 2027	**€1,250.–**
Vienna Confirmed dates	29 Mar 2027	2 Apr 2027	**€2,940.–**
Online Confirmed dates	29 Mar 2027	2 Apr 2027	**€1,250.–**
Cape Town Confirmed dates	19 Apr 2027	23 Apr 2027	**€1,890.–**
Online Confirmed dates	19 Apr 2027	23 Apr 2027	**€1,250.–**
Amsterdam Confirmed dates	3 May 2027	7 May 2027	**€2,540.–**
Online Confirmed dates	3 May 2027	7 May 2027	**€1,250.–**



Course content

Dates, venues and fees (continued)

Venue	Start date	End date	Fee (EUR)
Cape Town Confirmed dates	24 May 2027	28 May 2027	**€1,890.–**
Online Confirmed dates	24 May 2027	28 May 2027	**€1,250.–**
Rome Confirmed dates	14 Jun 2027	18 Jun 2027	**€2,450.–**
Online Confirmed dates	14 Jun 2027	18 Jun 2027	**€1,250.–**
Istanbul Confirmed dates	5 Jul 2027	9 Jul 2027	**€2,650.–**
Online Confirmed dates	5 Jul 2027	9 Jul 2027	**€1,250.–**
Barcelona Confirmed dates	26 Jul 2027	30 Jul 2027	**€2,840.–**
Online Confirmed dates	26 Jul 2027	30 Jul 2027	**€1,250.–**
Vienna Confirmed dates	9 Aug 2027	13 Aug 2027	**€2,940.–**



Course content

Dates, venues and fees (continued)

Venue	Start date	End date	Fee (EUR)
Online Confirmed dates	9 Aug 2027	13 Aug 2027	**€1,250.-**
Kuala Lumpur Confirmed dates	30 Aug 2027	3 Sept 2027	**€1,450.-**
Online Confirmed dates	30 Aug 2027	3 Sept 2027	**€1,250.-**
Dubai Confirmed dates	20 Sept 2027	24 Sept 2027	**€3,150.-**
Online Confirmed dates	20 Sept 2027	24 Sept 2027	**€1,250.-**
Cape Town Confirmed dates	11 Oct 2027	15 Oct 2027	**€1,890.-**
Online Confirmed dates	11 Oct 2027	15 Oct 2027	**€1,250.-**
London Confirmed dates	1 Nov 2027	5 Nov 2027	**€2,450.-**
Online Confirmed dates	1 Nov 2027	5 Nov 2027	**€1,250.-**



Course content

Dates, venues and fees (continued)

Venue	Start date	End date	Fee (EUR)
Barcelona Confirmed dates	15 Nov 2027	19 Nov 2027	**€2,840.-**
Online Confirmed dates	15 Nov 2027	19 Nov 2027	**€1,250.-**
Dubai Confirmed dates	6 Dec 2027	10 Dec 2027	**€3,150.-**
Online Confirmed dates	6 Dec 2027	10 Dec 2027	**€1,250.-**

Plan your next step

Dates, availability, exact venue, taxes, inclusions and payment terms require written confirmation. This brochure is not a quotation, registration, booking confirmation or visa invitation. Participants receive a Smart Horizon certificate of attendance; programmes are not externally accredited and do not award a professional qualification or designation. Confirm arrangements before booking travel.

For group or in-house training, contact our learning team to discuss your objectives and delivery arrangements.

Contact Smart Horizon

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