

# Combined Phase I & II

Course Information Packet  
Protocol & Event Management for the Military & Government

July 20-24, 2009

Orlando, Florida

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## Training site and hotel reservations

The class will be held at the Holiday Inn Orlando International Airport, 5750 T. G. Lee Blvd., in Orlando. For contact purposes, the hotel's telephone number is 1-407-851-6400. To ensure availability of rooms at the group rate, reservations should be made by **June 29**, but the earlier the better. To make a reservation, please call the hotel at the above number and indicate that you are making a reservation for "JMAR Management & Training, "July 20-24." The daily group rate is \$109 which is equal to the government lodging per diem rate.



The Holiday Inn is located 2 miles north of Orlando International Airport and has complimentary shuttle bus service to and from the airport for those who prefer not to rent a car. The shuttle runs every half hour. The hotel features the Bristol Café which serves breakfast, lunch, and dinner and also provides room service until late-evening. For our class participants, daily lodging, when booked under our group block includes the restaurant's full breakfast bar each morning, normally a \$10.95 charge. Ask for your breakfast tickets when you check in.

There is also a gift shop, business center, exercise room, outdoor pool, and bar. Located within a 5-minute walk of the hotel are the following restaurants: TGI Friday's, Denny's, Tony Roma, Chili's, and Hooters.

## Hours, dress, and other information

Class hours are 8:30 a.m. to 3:30 p.m., Monday through Thursday, and 8:30 to noon on Friday. Lunch will be from 11:30 to 1:00 each day. On Thursday, there will be a complimentary buffet luncheon for all participants.

**Dress** Dress for class sessions is very casual civilian clothing: jeans, shorts, sweatshirts, slacks, t-shirts, tennis shoes are all common items of dress. If you are more comfortable in a coat and/or tie or a dress, that's fine, too. A word of caution: the conference rooms can get cold from the air conditioning. Please consider bringing a light jacket, sweater, or sweatshirt the first morning should you need it.

**Ice breaker** The class ice breaker will be held from 4:00-5:30 p.m., Monday, July 20, after the first day of class. The ice breaker is complimentary and dress is very casual. If you have a family member with you, they are welcome to attend at no additional cost.

**Buffet Luncheon** On Thursday, July 23, we will host a complimentary buffet luncheon for all participants in the hotel's upper restaurant area (see below). Dress is the same as for the class sessions.

If you will have a guest with you and they would like to attend the luncheon, they are welcome to do so at a cost of \$12 per person (payable to JMAR Management & Training by cash, check, or VISA/MC/AMEX).

**Field Exercise**

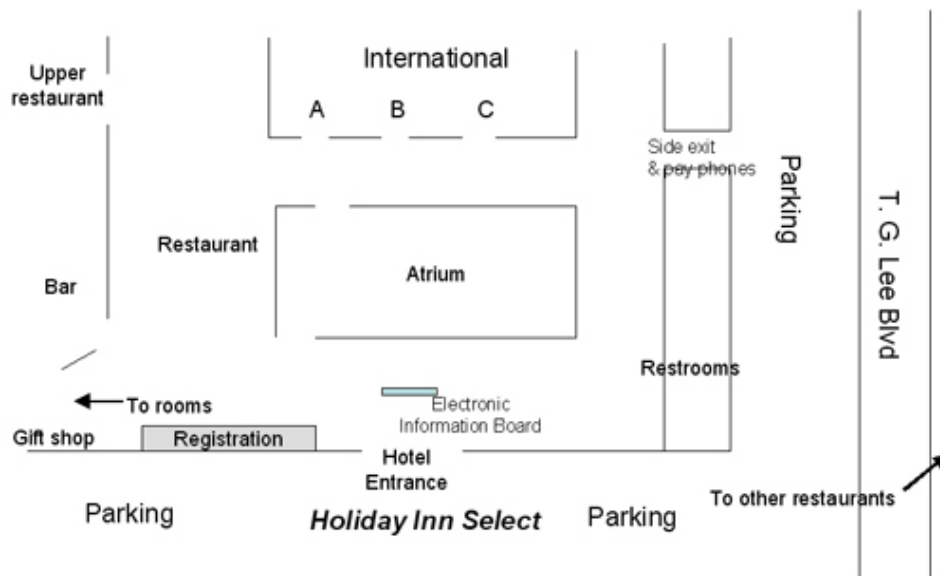
On Wednesday, we will be out in the afternoon on a group field exercise that revolves around the subject of visitor management. Details will be provided on the first day of the class. The general plan will be to car pool to the maximum extent. The field exercise should not last beyond 4:30 p.m. We do not return to the classroom after the field exercise.

**Program Agenda**

Below is the class agenda. The exact sequencing of topics and activities is subject to minor modification.

<p><b>First Day (Phase I)</b>              8:30 Admin matters/introductions  <i>Professional Organizations</i>  <i>Resources</i> (books, rosters, pubs)  <i>Protocol</i>  <i>Organization &amp; Mission of Protocol</i>              11:30 Lunch (on your own)              1:00 <i>Precedence</i>  <i>Event Management (to 3:30)</i>              4:00 Ice breaker/mixer (to 5:30)</p> <p><b>Second Day</b>              8:30 <u>Practical Exercise:</u> Event Management  <i>Seating</i>  <u>Practical Exercise:</u> Seating              11:30 Lunch (on your own)              1:00 <i>Visits &amp; Itineraries</i>  <i>Ceremony Management</i>  <u>Roundtable:</u> Ceremonies (to 3:30)</p> <p><b>Third Day</b>              8:30 <i>Flags</i>  <i>Dress, Appearance &amp; Etiquette</i>  <i>Invitations</i>              11:30 Lunch (on your own)              1:00 Field Training Exercise (to 4:30)</p>	<p><b>Fourth Day (Phase II)</b>              8:30 Review Field Exercise  <i>Receiving Lines</i>  <i>Receptions, Luncheons, Dinners</i>  <u>Practical Exercise:</u> Luncheon              11:30 Complimentary buffet luncheon              1:00 <i>Funds &amp; Funding</i>  <u>Roundtable:</u> Funds  <i>Official Gifts &amp; Ethics</i>  <i>Conference Management (to 3:30)</i></p> <p><b>Fifth Day</b>              8:30 <i>Security Issues &amp; Planning</i>  <i>Contracting</i>  <i>Forms of Address</i>              11:30 Conclusion</p>
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The class will be held in one of the following rooms: International A, International B, or International C. These rooms (see the diagram on next page) are located side-by-side and directly across from the hotel's main entrance.



**Class format and expectations**

To give you an idea of the class format and what to expect, we will begin at 8:30 a.m., Monday. There is no registration session; issues such as turning in SF 182 or DD Forms 1556, credit card payments, etc. will be taken care of during the breaks and lunch periods over the course of the class. Complimentary break service (coffee, decaf, juice) will be available in the conference room beginning at 8:00 a.m. each day. Seating is open; take any available seat you prefer. There will be a table inside the entrance with name tags.

You do not need to bring any materials with you. We provide pens and writing pads along with other materials including our CD containing a variety of military and government protocol publications and ceremonial music. The program slides are available to you in our Slide Guide so you do not have to copy them as you go. They are also included on the CD.

The class format is very casual. If you need to leave the room for whatever reason, you may do so without asking permission. Cell phones are permitted and their ringing does not bother me. I realize everyone is away from their office and occasionally a matter will come up that they must tend to. All I ask is that you turn your ring volume down and leave the room to have your conversation.

During the class, do not hesitate to ask any questions you have about protocol and event management. You can do that either in open class session or one-on-one with me during the breaks or lunch. "War stories" (funny things that happened during an event) are always welcome as they reinforce to everyone that things do go wrong.

**Payment of your fee**

Your fee can be paid a number of ways:

- Using your travel card or personal credit card. We accept VISA, MC and AMEX travel cards. Payment taken by phone, fax, in person, or through our secure online payment page.
- Using your agency's IMPAC card. VISA, MC, and AMEX accepted. Payment taken by phone, fax, in person, or through our secure online payment page.
- By cash or personal check.
- By SF 182, DD Form 1556 or other purchase order instrument.

*Your fee does not have to be pre-paid.* If your fee has already been paid or credit card information provided, you need do nothing more. If you plan to pay by travel or IMPAC card, that can be done at any of the breaks or lunch periods. If using a SF 182/DD Form 1556 or purchase order, please ensure that it is complete to include a billing address. If your SF 182/DD Form 1556 was not faxed to us prior to the class, please bring a copy with you for our records as we need it to submit our invoice. If you are not sure how your fee will be paid, please contact your training office immediately to ensure that your training has, in fact, been approved so that you don't end up paying the fee and all your travel expenses out of your pocket!



### **Weather**

Average daytime temperatures are 93 degrees (F) with evenings at around 73 degrees (F). Chances of rain are high (usually early to mid-afternoon bursts) with a monthly rainfall average of 7.15 inches.

### **If you need to cancel**

Should you have to cancel your class attendance, please notify JMAR Management & Training at your earliest convenience by phone to 1-321-331-1177, fax to 1-407-282-5315, or visit our website at [www.jmarprotocol.com](http://www.jmarprotocol.com) and click on the blue link, 'Cancel course attendance' on the left side of the page. Also remember to cancel your hotel reservation by calling the Holiday Inn Orlando International Airport at 1-407-851-6400, or the hotel at which you made a reservation. The Holiday Inn requires cancellation at least 72 hours prior to the check-in date. Your timely cancellation will be appreciated as we may have others waiting to register in the class, and it helps us more accurately project our final count and the services provided.

### **What happens if I miss part of the class?**

As happens at almost every class, a few individuals will miss part of the training. This usually occurs, through no fault of their own, on the last day due to an early flight departure. Departures on the last day will not invalidate a person's attendance. JMAR Management & Training has a policy on missed class sessions is as follows: if a participant misses part of or a whole day, prior to issuance of the certificate of completion and transcript, the participant must certify that they have (1) read any chapters of *Practical Protocol for the Military & Government* (on the CD everyone receives at each class) pertinent to the missed topics or session and (2) reviewed all program slides pertinent to missed topics or sessions. Once the certification is received by JMAR Management & Training, the appropriate certificate of completion and transcript will be prepared and forwarded to the individual.

If a participant misses more than one day's session, a certificate of completion and transcript will not be issued; however, the individual can attend the same program at any future date for half the regular class fee. In all cases, each person who attends our training will receive the class photo and class list.

### **The Orlando area and getting around**



There are many things to do in the Orlando area. The most popular attractions are the area's theme parks: Walt Disney World's Magic Kingdom, MGM Studios, Epcot, and Animal Kingdom; Universal Studios and Islands of Adventure; and SeaWorld are the major parks. There is also the Kennedy Space Center



Visitor's Complex located at Cape Canaveral and open to the public. Admission fees for the major parks run about \$75 per person for a one day pass. The Kennedy Space Center Visitor's Complex admission is \$35.

### **Orlando International Airport (MCO)**

Orlando International Airport is a medium-sized airport with excellent access and parking facilities. Flights arrive and depart from two satellite terminals reached from the main terminal by a shuttle 'metro' or subway type train. When you arrive, you will have a 1-3 minute walk to the concourse hub from the gate. At the concourse hub, look for the shuttle train to the main terminal. The train ride takes about 1 minute. Once at the main terminal, baggage claim is located downstairs. For hotel and rental car shuttles, follow signs to the pickup points.

### **Transportation**

The Holiday Inn is located 2 miles north of Orlando International Airport and provides complimentary shuttle transportation on the half hour to and from the airport. All major rental car agencies are located within 3 miles of the hotel. Most are located on the airport while Hertz and Thrifty are located on Semoran Blvd about 1 mile north of the hotel, and Enterprise is located on Narcoosee Rd. about 3 miles east of the airport. There is no scheduled or free hotel transportation to or from major attractions in Orlando. Individuals without a rental car usually find a ride with another classmate who has a car. Taxis are available, but fares to and from the attractions could run in excess of \$25.

### **Theme Parks**

Theme park tickets can be purchased several ways:

- At the park entrance
- Online at the park websites
- For individuals with military exchange privileges, at the MWR Ticket counter at the Navy Exchange located 10 minutes from the hotel. The MWR counter offers military discount vouchers for military ID card holders. Discount tickets average a savings of \$2-\$10 per ticket depending on the park.

### **Shopping**

A variety of malls and shopping attractions are located around the Orlando area:

- The Florida Mall – 10 miles west of the Holiday Inn
- Fashion Square Mall – 6 miles north of the Holiday Inn
- The Mall at Millennia – 12 miles west of the Holiday Inn
- Belz Factory Outlet Mall – 12 miles west of the Holiday Inn
- Orlando Premium Outlets – 12 miles west of the Holiday Inn
- International Drive – 11 miles west of the Holiday Inn

If you have a question, or there is information we have left out, please feel free to contact me at 1-321-331-1177 or by email to [jim.peterson@jmarprotocol.com](mailto:jim.peterson@jmarprotocol.com) .

Sincerely,

*Jim Peterson*

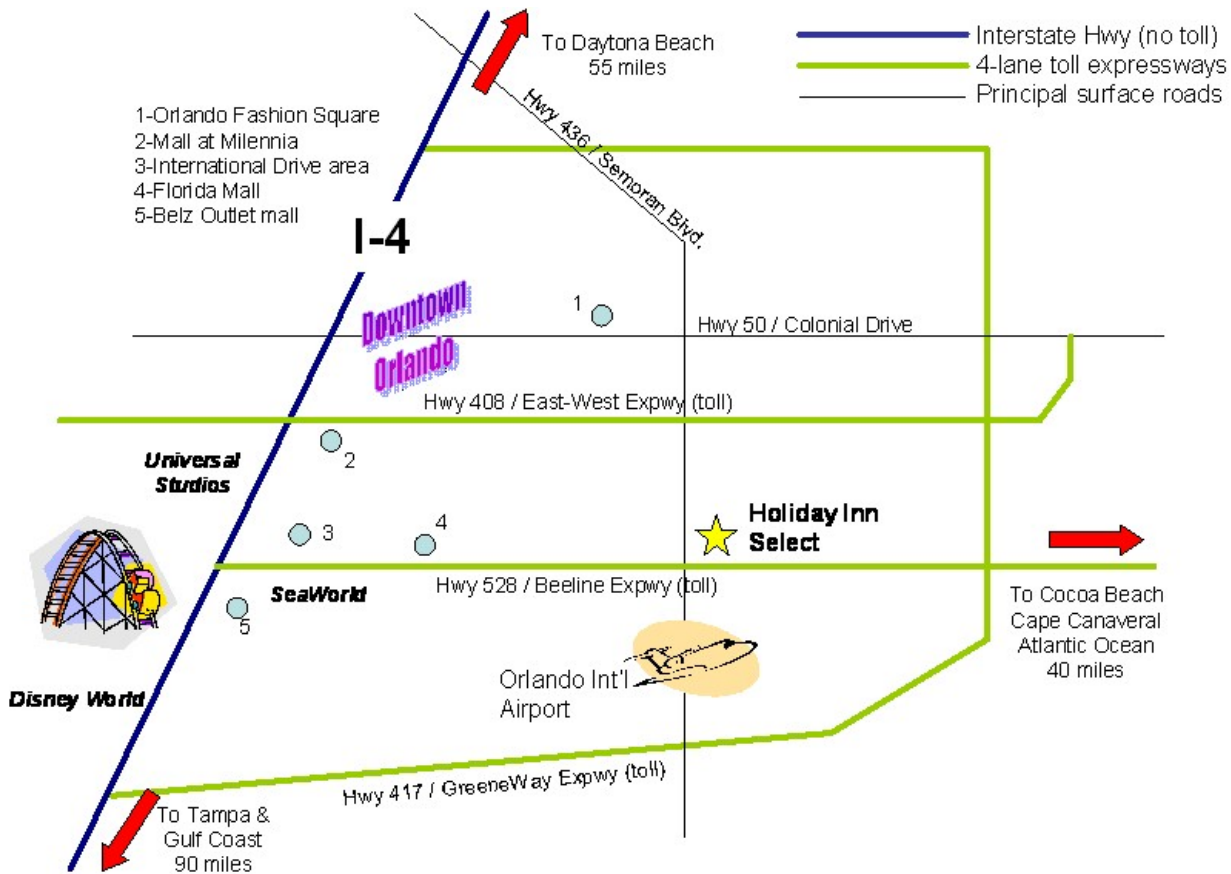
**An important note on lodging reservations and the complimentary breakfast buffet**

As noted earlier, participants at our Orlando classes receive the Holiday Inn’s full breakfast buffet as part of the daily lodging rate. In order to receive the breakfast buffet, program participants must: (1) *stay at the Holiday Inn Orlando International Airport and (2) book their lodging reservation within the group room block at the established group rate.* The group lodging rate is the same as the government per diem rate. If reservations are made by another method (e.g. online through the regular Holiday Inn reservations system [see below] or through a 3<sup>rd</sup> party travel or booking agency) the reservation will not be under the group room code and not, therefore, eligible for the breakfast buffet. Additionally, some reservations made through 3<sup>rd</sup> party agencies may not be eligible for cancellation should you not be able to attend.

*If you are unable to make a reservation by phone:* as an alternative, go to the hotel’s website at <http://www.ichotelsgroup.com/h/d/HI/hd/mcoap> . In the ‘RESERVE THIS HOTEL’ box on the left, enter your arrival and departure date and in the ‘Rate Preference’ dropdown box select ‘Government Rate’\*. If rooms are available, you should see one or more room options at the current per diem rate which is the same as our group rate. Complete your reservation and then send an email to [jim.peterson@jmarprotocol.com](mailto:jim.peterson@jmarprotocol.com) explaining that you made your reservation online and include your confirmation number and rate. We will contact the hotel and have your reservation moved into our group block.

\* **DO NOT SELECT** ‘Advanced Purchase,’ ‘Internet Special,’ or ‘Discount Rate’ as these rates require pre-payment and, in most cases, can not be cancelled without a penalty.

**Orlando area**



### Airport/Holiday Inn area map

