



المركز العالمي للتدريب والتطوير
International Centre For Training & Development



BUSINESS ETIQUETTE and Protocol



Course Introduction:

This course covers the full range of conventions, rules, customs and expectations that professional communicators must master in order to interact professionally with VIPs and with high-level business people. You will learn the written and unwritten rules of official protocol and business etiquette, as well as international cultural norms and variations.

This course is designed for learners with some existing knowledge or several years of experience in PR, marketing or communication. Learning is pitched at a level to help you develop basic concepts and strategic approaches and apply sophisticated techniques.

This course is ideal for officials and communication professionals whose role includes facilitating or participating in sensitive, important or high-level meetings, handling VIPs or managing formal events. Event Management of VIP events are an important marketing tool to increase and to maintain the loyalty of key customers and people who is involved in such events need to be culturally sensitive.

Every company and organization has someone they consider a VIP whether it be a key customer or a high ranking government official or royalty. It is critical that companies have plans already in place to plan and manage such events.

Course Objectives:

You will gain insight into the principles and practice of smooth, proper, professional and culturally sensitive interaction in important encounters and events involving VIP's and senior individuals. After this course you will be able to:

- Understand the universal principles of protocol, etiquette, courtesy and manners and how they connect into universal customer service principles.
- Make a good first and lasting impression and avoid causing offence or embarrassment in high profile situations.
- How to handle often complex customer interactions and situations under pressure.
- Prepare and host VIP visits and formal occasions.
- Interact smoothly with many cultures and nations.

Who Should Attend?

Personnel officers, public relations professionals, events organizers, personal assistants, employees in the hospitality business and all those whose position requires dealing and interacting with important persons in both government and private sectors.

Course Outline:

MODULE 1

Principles of Protocol and Etiquette

- In groups learners will introduce themselves to others at their group table and brainstorm and debate what they have learnt over the careers about expected norms of behavior and protocol and etiquette.
- They will also consider how these skills relate to universal customer service principles.
- The groups will present back into the main group on all the desired elements of successful protocol and etiquette in organizations.
- Learners will be introduced to the principles of protocol and etiquette which have been researched and established globally and found to work successfully in 250 global organizations.
- The learners will complete a survey of their skills in protocol and etiquette to highlight their strengths and developmental areas.
- They will prepare initial action plans based upon the survey and work with a partner to consider how they can develop each skill.

Creating Customer Focus

- The learners will take part in a fun experiential activity called 'Walkers and Talkers' and learn how to manage each situation.
- Learners will be debate why customer focus is critical to business and is often a key driver or value for global organizations. They will understand how it links into the vision, mission and business strategies.
- They will be introduced to the concept of 'personal and practical' customer service in the context of holiday plans and how this can be related to their work.
- Learners will be introduced to five key relationship or interaction skills that will enable them to communicate effectively and build highly effective and respectfully appropriate business relationships and strategic partnerships at all levels in the business and with customers.
- They will also be introduced to a five step business meeting process and two further meeting process skills that will enable them to hold highly effective formal and informal group or one to one business meetings or telephone conversations to achieve their event management goals and objectives and ensure customer service excellence.
- They will be introduced to a model of commitment and consider customer service from four aspects or levels of commitment and how the relationship skills can be used to save customers from turning into walkers and talkers.
- Take the HEAT model will be introduced for handling challenging customer interactions. Learners will practice mini interactions using the HEAT model to avoid walkers and talkers.
- Working in pairs, learners will role play/skill practice conducting a difficult customer interaction and receive feedback from a partner on their use of the skills.

MODULE 2

VIP and Event management

- Learners will be introduced to the complex reach of event management (London Olympics etc) with case studies to promote discussion and comparison.
- A seven step basic day to day planning process will be introduced which users will use to plan and schedule their work and basic planning philosophies related to event management and customers.
- They will also be introduced to a series of planning tools and tips that support day to day planning and scheduling. At the root of protocol and etiquette is the delivery of plans on time.
- Learners will also consider how their individual style characteristics can prevent effective planning and even damage their business relationships.
- Learners will devise strategies to overcome these negative forces or behaviors that interfere with their ability to manage their time and do their job effectively.
- Events such as award ceremonies, high profile VIP visitors, dinners, conferences, trade shows all need complex project management. A 13 step basic project management process will be introduced together with project management tools that can be used at every stage including simple Gantt charts and critical path techniques to ensure high profile PR events are managed effectively. Many tools are available to manage such events and learners will practice using an event management action planner which will include budget, resource and people management.
- Learners will work individually and in groups developing project plans for events back at work. They will present their plans and offer and receive coaching and feedback.
- Learners will use a meeting planner to prepare for a key business meeting with a client or key business partner based upon the project plan they created and then practice holding the meeting in a role play exercise based on the skills learnt in days two and three.

Cultural Competence

- Cultural awareness and competence is vital for anyone involved in VIP or event management especially when working with people from a number of nations.
- The learners will consider the main cultures that they interact with and the issues they have experienced.
- The learners will brainstorm strategies and tactics for handling their experiences of culturally sensitive issues and practice culturally sensitive interactions in groups of 3 for feedback and coaching.
- A comprehensive cultural awareness learning aid will be available for learners to reference and use to create company specific ground rules and guidelines.
- The group will identify key action points arising from the two day programme for action back at work.

Direct Competencies Developed

- Communication with Impact
- Cultural awareness
- Customer Focus
- Planning and organizing
- Project management
- Protocol and etiquette

Indirect Competencies Developed

- Developing Self
- Influencing and persuasiveness
- Meeting leadership

Methods of Delivery

- Facilitator led discussions
- Group, paired and individual activities
- Brainstorming and creative thinking activities
- Surveys
- DVD and video activities
- Experiential learning activities including Walkers and Talkers
- Presentations throughout all the activities, one to one, small group and to the entire group
- Skill practices/role plays and work based skills practices/role plays
- Action planning activities
- Learning logs to be used throughout the five days to capture all learning lessons and outcomes
- Job aides for all subjects will be available as aide memoirs for use during and after the workshop
- All participants will receive a comprehensive workbook covering all the workshop materials and presentations

Course Certificate:

International Center for Training & Development (ICTD) will award an internationally recognized certificate(s) for each delegate on completion of training.

Course Fees:

To be advised as per the course location. This rate includes participant's manual, and-Outs, buffet lunch, coffee/tea on arrival, morning & afternoon of each day.

Course Methodology:

A variety of methodologies will be used during the course that includes:

- (30%) Based on Case Studies
- (30%) Techniques
- (30%) Role Play
- (10%) Concepts
- Pre-test and Post-test
- Variety of Learning Methods
- Lectures
- Case Studies and Self Questionnaires
- Group Work
- Discussion
- Presentation

Course Timings:

Daily Course Timings:

08:00 - 08:20	Morning Coffee / Tea
08:20 - 10:00	First Session
10:00 - 10:20	Coffee / Tea / Snacks
10:20 - 12:20	Second Session
12:20 - 13:30	Lunch Break & Prayer Break
13:30 - 15:00	Last Session

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