Protocol, Etiquette and Hosting
Course overview

This one-day protocol training course will prepare you to interact confidently and effectively with very senior individuals, including in formal and structured situations. It covers the full range of conventions, rules, customs and expectations that professional communicators must master in order to work professionally with VIPs and in high-level business. You will learn the written and unwritten rules of official protocol and business etiquette, as well as international cultural norms and variations.
LEARNING OUTCOMES

After this course, you will be able to:

- Understand the universal principles of protocol, etiquette, courtesy and manners
- Display cultural sensitivity across international dynamics
- Navigate and manage interpersonal dynamics in important encounters
- Make a good impression and avoid causing offence or embarrassment in high profile situations
- Display appropriate international business etiquette in many contexts
- Prepare and host VIP visits and formal occasions
- Interact respectfully with people from many cultures, nations and regions

Who should attend?

This is an intermediate-level course designed for learners with existing knowledge and several years of experience in communications or PR. Learning is pitched at a level to help you develop strategic approaches and apply sophisticated techniques.

This course is recommended for anyone required to interact with important individuals and concerned to ensure that these interactions pass off as professionally as possible.
Course agenda

Protocol and etiquette
This module covers the essentials of how to navigate and manage interpersonal dynamics in important encounters.

- Understanding protocol: conventions of official interaction, collective, personal and written
- Understanding etiquette: conventions in social behaviour and expected behaviour patterns
- Courtesy and manners
- Official, diplomatic and royal protocol
- Business, social and cultural considerations

Flawless conduct
This module is a practical primer in conventions and behaviours that create a good impression and avoid causing offence in personal and business etiquette.

- Universal expectations for personal behaviour
- Personal etiquette for formal occasions and encounters
- International business etiquette: universal best practice
- Local and regional business and social differences
VIP visits and occasions
This module is a how-to guide to preparing, managing and executing the protocol dimension of VIP visits and formal occasions.

- Preparing for official visits
- Protocol at events and summits
- Protocol planning, liaison and logistics
- Practical hosting skills
- Risk assessment and contingency planning
- Troubleshooting: avoiding mistakes and slip-ups

International variations
This module covers international and regional differences in protocol and etiquette between different cultures and nations.

- In-depth country and region profiles
Training at ISOC

About ISOC

The International School of Communication is a private institution of higher learning.

We run training centres in London and Dubai and also train in-house for clients in more than 75 countries.

ISOC has been delivering specialist courses on communication for more than 15 years. We work for public and private organisations of all sizes, including blue-chip companies and national governments.

We are inspected and accredited by two UK government-regulated training authorities: Pearson Edexcel and the British Accreditation Council (BAC).
ISOC courses are fun, stimulating, interesting, and designed around practical skills that you can put to work straight away.
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