



Business Etiquette, Diplomacy & Protocol

Wednesday 2nd - Friday 4th August 2006

Introduction

Missions abroad, the hosting of cross border events and public - private negotiations are essential aspects of doing business for most firms today.

Protocol is the set of rules which prescribe the conduct or behaviour that is accepted by high ranking Government officials, diplomats and dignitaries around the world. Diplomacy is the art of negotiations. It requires having tact and being non-confrontational. Business etiquette is about understanding and doing what is socially and culturally accepted in the process of doing business.

All promote thoughtfulness, exceptionally good manners, respect, refinement and consistency in communication and can empower business people with critical skills to succeed in today's global markets.

Seminar Objectives

The objectives of this seminar are

1. To increase awareness among business executives of the principals of protocol and diplomacy;
2. To enhance skills written and oral communication and the way in which your firm is perceived and received by Government and the diplomatic community;
3. To develop the critical skills required for hosting important events and hosting dignitaries;
4. To master the skills associated with refinement and presence at any international business and social meeting and event.



Target

This seminar is suited for:

- Corporate executives involved in Government relations and / or relations with International and / regional governmental organisations
- Executives being groomed for overseas assignments and missions
- Meeting and special event professionals
- Human Resources professionals/ managers with the responsibility for training and development
- Senior executive/legal administrative professionals

Seminar Outline

DAY ONE: – The Important Basics

MODULE 1: Introduction/ Context:

1. Brief history of protocol, etiquette, and manners
2. How important are these today?

MODULE 2: Professional Conduct/Communications Skills

1. Understanding rank and status
 - a. Lines of communication
 - b. Understanding when formality and clear lines are required
 - c. Understanding and working with culture differences
2. How to make an entrance
3. Business card savvy
4. Handshaking techniques and eye contact



5. Self-introductions and responding to introductions
6. How to remember names
7. Entering and exiting conversations, meetings, and events
8. Conversing with diplomats and dignitaries
9. Maximizing your networking effectiveness at a social event.

COFFEE BREAK

MODULE 3: Basics to Dining Etiquette from Start to Finish

1. Host duties and guest responsibilities
2. Let's be seated... Proper entrance and posture at the table
3. Napkins: When is the right time and wrong time to place your napkin on your lap? What to do with it at the beginning, middle and end of a meal
4. How to pass the bread basket? Which way does it go?
5. When to begin eating... who begins and who should follow?
6. How to excuse yourself from the table in the middle of the meal?
7. Proper flatware usage
8. Global table manners
9. Often-made mistakes in etiquette and protocol
10. Strategic do's and don'ts.

LUNCH / MODULE 4: 3-Course Tutorial Business Lunch

A practical, hands-on activity to master dining skills.

NOTE: Throughout the lunch, the instructor circles the room to help participants practice proper skills. A fun activity to learn how to give and receive a toast will also be discussed.

RETURN TO CLASSROOM



MODULE 5: Seven Aspects of Professional Image... How Image Builds Business

1. Image Management: The Seven Aspects of Image... Image Builds Business
2. – Dress codes
 - a. What works and what does not... dressing for the occasion
 - b. Formal versus business wear
 - c. Business casual
 - d. Evening wear
 - e. Black tie; white tie
3. Posture, poise, and grace

TEA BREAK

MODULE 6: Review; Practice session to review lessons learned that day; Pledge cards; Homework assignment.

DAY TWO: – It's all in the Details

MODULE 7: International, Diplomatic Rank & Status; Forms of Address; and Precedence

1. Titles and their meanings
 - a. His Excellency
 - b. The Right Honourable
 - c. The Honourable
2. Recognitions
3. According Precedence to dignitaries in addresses/ speeches
4. Seating arrangements
5. Addressing various ranks/ positions in letters, in speech, other communications
 - a. Salutation



- b. Final Salutation
- c. In speech

MODULE 8: Proper introductions and their responses

- 1. Formal versus informal
- 2. Business, Diplomatic, Military, and Casual settings
- 3. Proper responses in various situations

COFFEE BREAK

MODULE 9: The ins and outs to planning and implementing a formal dinner event

- 1. Successful Event Planning and Entertaining
- 2. Pre-Event/party planning... the key to success
- 3. Guest lists
- 4. Various forms of Service
- 5. Menu planning
- 6. Seating protocol
- 7. Table settings
- 8. Place cards
- 9. Host duties throughout the meal
- 10. Pre-planning appropriate conversations
- 11. Conversation techniques and Listening skills
- 12. Should there be more than one conversation at a time?
- 13. Receiving lines
- 14. Strategic do's and don'ts

LUNCH/ MODULE 10: 4-course tutorial formal lunch, including use of fish forks, fish knives, finger bowls, and other formal items.

RETURN TO CLASSROOM



MODULE 11: Written Business and Social Correspondence and Invitations

1. Types of stationary in business and social correspondence
2. Proper writing instruments
3. Letter writing protocols in business versus social correspondence...Properly addressing letters and envelopes for business versus social correspondence and invitations; Opening salutations, final salutations, Strategic do's and don'ts when writing to diplomats and government officials
4. Invitation acceptance and regret in writing and orally... a/k/a RSVPs
5. Thank-you letters and notes

TEA BREAK

MODULE 12: Flag Etiquette and Military Protocols

1. Proper use of flags and logos
2. Understanding the differences among the various branches of global military forces... Army, Navy, Air Force, Marines, and Coast Guard.

MODULE 13: Review; Practice session to review lessons learned that day; Pledge cards; homework assignment.

DAY THREE: – International Missions

MODULE 14: The Foundations to International Missions

1. Having a T.E.A.M. attitude
2. Providing the R.O.Y.A.L. treatment and handling all situations using the A.L.E.R.T. method
3. Personal Leadership and emotional intelligence
4. Designing, planning, and implementation of events
5. Transport arrangements and protocol
6. Accommodation and protocol



MODULE 15: Understanding Cross-Cultural Differences and Awareness

1. Know their culture
2. Offensive gestures in certain cultures
3. Understanding monochronic/polychronic time and high-context/low-context cultures
4. Body language
5. Effective active listening
6. The art of negotiation

COFFEE BREAK

MODULE 16: Travel Wardrobe and Packing

1. Tips on what to pack and how
2. Security and Safety when travelling
3. Important document considerations

MODULE 17: Global Gift-Giving Practices

1. Strategic do's and don'ts in gift-giving around the world... In Asia, Europe, The Americas, Africa.
2. Wrapping and packing gifts for global travel

LUNCH/MODULE 18: Informal Discussion, including a lesson on wine ordering and wine etiquette

RETURN TO CLASSROOM

MODULE 19: Using technology in the 21st century

1. Telephone courtesies
2. Cell phone etiquette
3. Email protocols
4. Use of positive versus negative words



MODULE 20: AFTERNOON TEA AND ETIQUETTE

A Bonus Session (*as desired*): a brief overview on the basics to taking Afternoon Tea

1. A brief history of tea and its origins
2. Types of Teas and its origins
3. Various forms of tea service
4. The ins and outs to tea etiquette
5. Often-made mistakes in taking afternoon tea
6. Strategic do's and don'ts

TEA BREAK

MODULE 21: FINAL REVIEW AND WRAP-UP

1. Review of all three days, tying it all together
2. Final Q&A
3. Self-administered quiz
4. Pledge cards
5. Memento
6. Seminar evaluation survey
7. Farewell

THE END.



THE FACILITATOR:

Syndi Seid is a professional trainer, speaker, and founder of Advanced Etiquette, based in San Francisco.

Advanced Etiquette was established in 1992 to be a leading training and consulting resource center, in the areas of international business and social etiquette and protocol.

She is a graduate of the prestigious Protocol School of Washington. Syndi holds the highest certifications available as an Independent Certified Corporate, International, Protocol Officer. In addition, she is also a Certified, Protocol Officer, Level I. In 2006, she will continue her work toward qualifying as a CEP (Certified Etiquette Professional) and CSP (Certified Speaking Professional).

Among the growing list of organisations trained by Syndi are: Hewlett-Packard Worldwide; Sprint International; National Semiconductor, Marriott Hotels, Mandarin Oriental Hotel San Francisco; Hotel Bel Air; the Miss Universe Pageant.

She has made several television appearances including on: Good Morning America on ABC; Party At Home on HGTV; Picture This on Discovery Home Channel; Eye on America on CBS National Evening News, and Trading Spouses on Fox. In the San Francisco area: Mornings on 4 and Bay Café on KRON-4 TV; Evening Magazine on CBS; Marketplace on ABC; and KTVU-Fox News.

Syndi presents key note and conference presentations, and break-out workshops on a number of fun and practical business and social etiquette topics.

She provides brief briefings to a number of high profile and private clients, including corporate executives, political candidates, celebrities, and individuals who prefer customized instruction in a one-on-one environment.



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Wednesday 2nd - Friday 4th August 2006

8:00am - 4:00pm

REGISTRATION FORM

NAME:

JOB TITLE:

COMPANY NAME:

COMPANY ADDRESS:

PHONE:

FAX NO:

E-MAIL ADDRESS:

SIGNATURE:

COURSE PRICE: US\$1,300 + 15% VAT.

This covers the cost of tuition, course materials, lunch and refreshments.

In order to ensure that you have a booked place, you must complete and sign the registration form signifying your confirmed attendance at the above seminar and payment in full.

CANCELLATION POLICY

A participant's cancellation is in effect immediately upon notice to CDN without penalty on or before **July 24th 2006**. A cancellation fee of 50% is applicable after this date.

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