

Diplomatic and Corporate Protocol & Social Etiquette Training Programme

TRAINING DESCRIPTION

The term "protocol" comes from the Greek words meaning "the first glue". Nowadays, protocol can be understood as the glue which holds official life in the society together. Whether on the local, state, national or international level, proper protocol is vital in assuring that relations between the officials of organisations and governments are conducted with minimum friction and maximum efficiency.

PROTOCOL is used in Multi-national corporations, Government circles, Embassies and PR offices. The Training on Protocol will serve as the guide for all employees in need of a use of the diplomatic protocol and/or corporate protocol and social etiquette, in both public and private affairs. In addition, its purpose is to assist executives in reaching their full potential knowing that companies improve when people improve. Knowledge of business protocol and interpersonal communication skills builds trust relationships with internal and external customers.

TRAINING OBJECTIVES

Know how to handle any diplomatic/business/social situation and gain self-confidence while interacting with any level of management.

The training is especially designed for:

- Executives and Leaders in business
- Staff in diplomatic service
- Public Relations and Media personalities
- Public officials
- Sales and Marketing professionals
- Customer Service Personnel
- Consultants, Corporate Trainers
- Human Resources personnel

METHODOLOGY

This training will combine different methods of workshop interactions and practical exercises, theory background and practical examples. The space will be provided for exchange of experiences and discussion and the learning process will take place through the set of applicable exercises. Participants are actively involved in the process, asked to share their opinions, and encouraged to ask questions and make suggestions for the additional explanations.



Main Topics covered by this Training:

- Definition and description of the forms and procedures that constitute good protocol
- Information on the order of precedence, ranking officials at every level
- Titles and forms of address to be used in written and oral communications
- Calling cards
- Invitations and replies
- Official entertaining and private parties, Meetings
- Table seating arrangements
- Flag etiquette
- Dealing with the press
- Wearing/understanding decorations
- Dress code
- Diplomatic terms
- Art of conversations - topics to avoid, small talk
- Art of greeting and introductions
- How to remember names
- Art of sitting, standing, walking (Role play)
- Art of addressing protocol in a business hierarchy
- Common courtesies, art of communication

Training Design and Delivery: ICVA/CIS Training Team

Training Working Language: Serbian

Training Duration: 2 days



TRAINING TIMETABLE

Day 1

08:45-09:00	Registration of Participants
09:00-09:30	Introduction → Short Exercise
09:30-10:00	Brief history and functions of diplomacy
10:00-10:45	Protocol → Types of Protocol → Basics of European Protocol → Forms and Procedures
10:45-11:00	Refreshment break
11:00-11:30	Multilateralism vs. Bilateralism
11:30-12:30	Diplomatic/Social Protocol(s) Exercise
12:30-13:30	Lunch
13:30-14:30	Social Tips (diplomacy vs. corporate, men vs. women, entertaining, etc)
14:30-15:00	Exercise
15:00-15:15	Refreshment break
15:15-15:45	Corporate hospitality
15:45-16:15	Basic precepts of public relations
16:15-17:00	Questions & Answers



Day 2

09:00-09:30	All Levels Communication → Examples
09:30-10:00	Exercise – Role Play
10:00-11:00	Rules of Communication → Telephone conversation and provision of information: suggestion of rules and phrases → Written communication: Labels and documents standardizing → E-mail communication → Informal meetings
11:00-11:30	Exercise: <i>Dear Mme</i>
11:30-11:45	Refreshment break
11:45-12:30	Normatives of Diplomatic and Corporate Protocol: → Addressing (invitations and replies) → Welcoming and Introduction → Language standards & diplomatic terms → Behaviour (Table seating arrangements, flag etiquette, dress code, etc.)
12:30-13:00	Test
13:00-14:00	Lunch
14:00-14:45	Meetings → Types of meetings → How to have a successful meeting? → Preparation and check up (»check« list) → Meeting dynamics monitoring, leading a process, closure
14:45-15:00	Refreshment break
15:00-15:45	Exercise: Important meeting (Recording and screening)
15:45-16:15	Analysis, Feedback
16:15-16:30	Questions & Answers Evaluation, Certificates

