



— Course details

PR-004

Public Relations

— Upcoming seminar

€3,850.-

Venue

Barcelona - Spain

Date

4 - 8 May 2026

— Course details

The Essentials of Business Etiquette and Protocol

Public Relations

— Seminar content

What you will learn

First impressions are often made within seven seconds of a meeting and are difficult, if possible, to change. Among other things, this course helps you leave a great first impression. It also addresses how to deal with others in a business setting, considering differences in culture and region. Since business is often conducted over lunch or dinner, dining skills can also impact someone's opinion of you as a potential business partner. During the five days of this course, you will also get tips on applying proper manners and business etiquette in many different settings. In addition, many diplomatic 'incidents' occur due to the personnel's lack of understanding of various protocol standards. Therefore, a portion of the course is dedicated to introducing the international rules of protocol that need to be implemented during formal occasions and visits.

The course is designed to be interactive and participatory and includes various learning tools to enable the participants to operate effectively and efficiently in a multifunctional environment. It is built on four learning pillars: concept learning (lectures and presentations), role-playing (group exercises), experience sharing (roundtable discussions), and exposure to real-world problems and policy choices confronting delegates.

By the end of the course, participants will be able to:

- Analyze the principles of appropriate behavior in business and social contexts
- Evaluate effective strategies for interacting and communicating with various guest types
- Interpret appropriate personal and professional conduct in diverse situations
- Compile the components necessary to plan VIP visits and formal occasions, embodying the role of an exemplary host
- Devise proper communication etiquette in various scenarios
- Assess variations in protocol and etiquette from different cultures, nations, and regions for effective implementation

Personnel officers, public relations professionals, event organizers, personal assistants, employees in the hospitality business, and all those whose positions require dealing and interacting with important persons in government and private sectors.

- Public speaking
- Verbal and non verbal communication
- Influencing
- Presentation delivery
- Active listening
- Building rapport

— Seminar details

Detailed outline

Principles of Business Etiquette and Protocol

- Definitions and concepts
- Guiding principle
- Importance of etiquette, protocol, and manners in business
- Creating the right corporate image
- Six basic principles

Achieving Communication Success

- Communication levels and definitions
- The four principles of communication

- Elements of the communication process
- Barriers to effective communication
- Overcoming communication barriers
- Communicating across cultures
- Communication: Key qualities
- Listening etiquette

Personal and Professional Conduct

- Universal expectations for behavior
- Etiquette for formal occasions
- Handling difficult personalities
- Four choices for dealing with various behaviors
- International business etiquette
- Customs and cultures
- Best practices

Planning and Hosting VIP Occasions

- Preparation for official visits
- Protocol at events and summits
- Key qualities of the ideal host
- Seating strategies
- Risk and contingency planning
- Mistakes to avoid
- Meeting at airports

Proper Communication Etiquette

- Phone etiquette
- Meeting etiquette
- Email etiquette
- Titles and forms of address
- Exchanging gifts

Variations in Protocol and Etiquette

- Administrative protocols

- Flags, anthems and logos
- Awkward situations and solutions
- Professionalism
- Panoramic view of variations

— Dates and locations

Available seminar dates

16 dates

— Presence seminar dates

Date	City	Duration	Price
4 - 8 May 2026	Barcelona - Spain	5 Days	€3,850.-
15 - 19 June 2026	London - U.K	5 Days	€4,200.-
20 - 24 July 2026	Munich - Germany	5 Days	€3,450.-
3 - 7 August 2026	Amsterdam - Netherlands	5 Days	€4,250.-
7 - 11 September 2026	Istanbul - Turkey	5 Days	€2,850.-
12 - 16 October 2026	Rome - Italy	5 Days	€4,250.-
9 - 13 November 2026	Istanbul - Turkey	5 Days	€2,850.-
14 - 18 December 2026	Vienna - Austria	5 Days	€4,250.-
4 - 8 May 2026	London - U.K	5 Days	€4,200.-
15 - 19 June 2026	Istanbul - Turkey	5 Days	€2,850.-
20 - 24 July 2026	Vienna - Austria	5 Days	€4,250.-
3 - 7 August 2026	Barcelona - Spain	5 Days	€3,850.-
7 - 11 September 2026	Paris - France	5 Days	€4,500.-
12 - 16 October 2026	Frankfurt - Germany	5 Days	€3,250.-
9 - 13 November 2026	Barcelona - Spain	5 Days	€3,850.-
14 - 18 December 2026	Frankfurt - Germany	5 Days	€3,250.-

— Online seminar dates

Date	Format	Duration	Price
4 - 8 May 2026	Live online	5 Days	€1,850.-
15 - 19 June 2026	Live online	5 Days	€1,850.-
20 - 24 July 2026	Live online	5 Days	€1,850.-
3 - 7 August 2026	Live online	5 Days	€1,850.-
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