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PUBLIC RELATIONS | PR-004

The Essentials of Business Etiquette and Protocol

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Course content

Why Attend

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

Course content

Why Attend

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

Course 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

Course content

Course outline

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

Course content

Course outline

- Exchanging gifts

Variations in Protocol and Etiquette

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

Seminar dates

Available seminar dates

Live dates and pricing for The Essentials of Business Etiquette and Protocol generated from the course details page.

Date	Location	Format	Fee
9 - 13 November 2026	Istanbul - Turkey	Classroom	**€2,280.-**
14 - 18 December 2026	Vienna - Austria	Classroom	**€3,400.-**
9 - 13 November 2026	Barcelona - Spain	Classroom	**€3,080.-**
14 - 18 December 2026	Frankfurt - Germany	Classroom	**€2,600.-**
18 - 22 January 2027	London - U.K	Classroom	**€3,360.-**
15 - 19 February 2027	Munich - Germany	Classroom	**€3,400.-**
15 - 19 March 2027	Madrid - Spain	Classroom	**€3,400.-**
19 - 23 April 2027	Istanbul - Turkey	Classroom	**€2,280.-**
17 - 21 May 2027	Rome - Italy	Classroom	**€3,400.-**
21 - 25 June 2027	Istanbul - Turkey	Classroom	**€2,280.-**
19 - 23 July 2027	Vienna - Austria	Classroom	**€3,400.-**
16 - 20 August 2027	Istanbul - Turkey	Classroom	**€2,280.-**
20 - 24 September 2027	Vienna - Austria	Classroom	**€3,400.-**
18 - 22 October 2027	Barcelona - Spain	Classroom	**€3,080.-**
15 - 19 November 2027	Paris - France	Classroom	**€3,600.-**
20 - 24 December 2027	Frankfurt - Germany	Classroom	**€2,600.-**