



THE SCHOOL OF ETIQUETTE

INTERNATIONAL
DIPLOMACY &
PROTOCOL
MASTERCLASS



A GUIDE TO INTERNATIONAL SUCCESS

Do you interact with international governments, diplomatic/consular staff, trade missions or high level corporate executives?

If so, are you observing the correct behaviour and protocols that will facilitate those interactions to a successful conclusion.

In The School of Etiquette intensive 4 phase **International Diplomacy and Protocol Masterclass** you will learn:

- The art of International and Corporate Diplomacy
- How to create an environment where you are aware of your role and responsibilities thereby reducing your anxiety when dealing with VIPs
- How to create a safe environment for fostering and facilitating your relationships within the public sector.
- How to behave in a way that creates a great professional impression, and represents your organisation in the right light.

We are aware that in dealings between countries or companies the stakes are extremely high and the margins for rifts and errors are catastrophic, if not handled correctly.

In fact without protocol the potential for catastrophic errors and misunderstandings weighs heavily on the shoulders of those responsible.

A thorough knowledge of protocol is thus an indispensable skill for the proper handling of VIPs and for safeguarding the country/organisation's reputation.

Phase 1: Protocol & Diplomacy

In-person Duration: 1 Day (In-person)

Virtual Duration: 1.5 Days Virtually

- An introduction to protocol and what this means
- Government, State and Corporate Protocol
- How to host a successful state/VIP visit involving all considerations
- Diplomacy
 - Embassy Vs. High Commission
 - Official communication
- Precedence
 - The Importance of Precedence & It's application
 - Table of Precedence
- Seating Protocol
- Flag Protocol
- Gift Giving Protocol
- Cultural Etiquette and Considerations
- Speech Protocol
- Forms of Address
 - Titles of address
 - Introductions
 - Greetings
 - Written
- Official communication
- Formal Invitations & Timelines

Phase 2: Business Etiquette & Executive Presence

In-person Duration: 1 Day (In-person)

Virtual Duration: 1.5 Days Virtually

- The Qualities of Personal Appeal
- Self-esteem
- Strategic Body Language
- Small Talk
- Building Rapport (connection)
- Making an Entrance
- Mingling & Networking at events
- Choosing & Joining Groups
- Introductions
 - Elevator Pitches & Personal Introductions
 - Formal hierarchical introductions
- Preparing for meetings
- Boardroom behaviours
- Cultural Etiquette
- Telephone & Email Communication
- Virtual Meetings - Hosting & Attending
 - Remote Relationship management





Phase 3: Business Entertaining & Dining

In-person Duration: 1 Day (In-person)

Virtual Duration: 0.5 Days Virtually

- Invitations
- Receiving Lines
- Host and Guest Duties
- Restaurant Protocol
- Protocol for Ordering, Seating and Paying
- Toasting
- Host and Guest of Honor Duties
- Client & VIP Entertaining
- Table Setting and Cutlery Navigation
- Dining Do's and Don'ts
- Beginners wine etiquette

Phase 4: Department Grooming & Professional Image

In-person Duration: 0.5 Day (In-person)

Virtual Duration: 0.5 Days Virtually

- Image & Grooming
 - Dress Code Understanding
 - Clothing selection for impression, event and body shape
 - Power Dressing
 - Cultural Appropriateness
 - Professional Grooming & Appearance session
- Department (In-person facilitation only)

Price: R 24 950-00 EX VAT

International Students: \$2 100-00

For groups, please enquire for group booking discounts.



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