

ADVANCED PRACTICES IN PROTOCOL AND ETIQUETTE

28th May – 1st June 2018 at The Capital Hotel 20west Sandton Johannesburg South Africa



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



BACKGROUND

Protocol functionaries are responsible for projecting the image of their organizations; representing their interests and acting as a strategic link between their organizations and other stakeholders. This workshop is therefore designed to enhance participants' knowledge and skills based on best practices. This program is therefore designed to capacitate participants with advanced knowledge, skills and exposure of protocol and etiquette so that they can be effective global players. The premise of the workshop is that one has a grasp of the basics of protocol.

VALUE PROPOSITION:

- 1) Understand issues of international protocol, intercultural communication
- 2) Standard procedures for incoming and outgoing foreign visits (state visits, official visits, working visits and private visits)
- 3) Knowledge of protocol to be applied in meetings and signing ceremonies
- 4) Appreciate the sensitivities surrounding proper addressing of guests titles and honorifics
- 5) Dressing appropriately at various events
- 6) manage events crises in a manner that will attain the expected outcomes as well maintain relationships
- 7) Conduct risk assessment of protocol and etiquette
- 8) Understand the cultural and religious considerations during gift exchanges

DURATION: 5 Days

DAY 1

MODULE 1: PROTOCOL PRINCIPLES AND THEIR APPLICABILITY TO DIPLOMATIC AND INTERNATIONAL BUSINESS RELATIONSHIPS

This session is based on the premise that one has foundational understanding of protocol and etiquette.

The focus will be on using the protocol principles such as differentiating protocol from diplomacy and etiquette; understanding diplomatic positions like ambassador, high commissioner, consuls etc; flags placement; forms of address and seating arrangements.

MODULE 2: MEETING AND SEEING OFF GUESTS AT THE AIRPORT

Why is it that when a guest is received there is fanfare but the departure is low key, where the driver is the one that sees them off?

In this section we will look at the arrangements one needs to make with the airport authorities to receive VIP guests at the tarmac, who is supposed to receive them, laying of the red carpet and positioning of officials on the receiving line.

We will also look at management of name posters to identify a guest at the arrival terminal

MODULE 3: VIP AIRPORT LOUNGE PROTOCOL

At times when VIPs arrive they want to freshen up before proceeding to a meeting rendezvous

Discussions will be on booking of the lounge, how to lead the VIP to the lounge, opening and closing of doors, side to walk on relative to the guest/s, seating protocols in the lounge and serving of refreshments.

DAY 2

MODULE 4: CLEARING OF IMMIGRATION AND CUSTOMS FOR VIPs

Some VIPs don't need to go through the normal customs and immigration clearance. In that light, this module will focus on the pre-arrangements one should make with customs and immigration, determining number and levels of guests who enjoy the privilege and those who don't qualify, collection of VIP bags from baggage carousel and customs clearance.

MODULE 5: MOTOR VEHICLE CONVOY PROTOCOL

When the guests have been cleared, there is need to transport them to either the meeting place or hotels for check-in.

In this session we will focus on the allocation of officials to vehicles, positioning of the vehicles, driver etiquette when engaging with a VIP, discussion topics, content of folders to be handed to the VIPs.

MODULE 6 : HOTEL CHECK-IN PROTOCOLS

This is one area where VIPs get frustrated, especially after a long road trip or flight.

The workshop will discuss pre-arrangements with the hotel for convenient check-in, overseeing the carrying of baggage to the room by the hotel concierge, addressing health and other personal issues etc

DAY 3

MODULE 7: DEALING WITH INVITATIONS

Invitations are fraught with protocol breaches so much so that resultantly, some institutions' relations with guests have been irreparably damaged.

Participants will zero in on how to address different positions e.g. Presidents, Ambassadors, Ministers, Clergy e.t.c : on an envelope, in written salutation, in speaking, letter ending and on invitation card. We will also look at the difference between a Position, Title and Honorific.

MODULE 8: MANAGING OF GIFTS

This is another very touchy issue. The focal areas of this topic will be the need to understand cultural and religious sensitivities, personal preferences and institutional policies regarding gifts and their values.

MODULE 9: ROOM SETUP FOR MEETINGS

Haphazard sitting has hampered smooth conferring between team members. Also, the seating of guest and host has been a spot of embarrassment when pictures are taken. Resultantly, we will look at; how to lead guests into a room; where the guest sits relative to the host; on which side of the table the host team seats relative to the door; placement of standing and table flags; and placement of centre pieces to identify heads of delegation

DAY 4

MODULE 10: SIGNING CEREMONIES

On this one, the workshop will cover: signatories seating; placement of signing documents; positioning and functions of the protocol officer/s in facilitating the signing; exchange of and safe-keeping of documents; standing arrangement during photoshoot after the signing ceremony.

MODULE 11: STAKEHOLDER ENGAGEMENT AND ANALYSIS

Protocol functionaries need to understand and manage relations with the various stakeholders in their space. Mishandling of one group might have adverse repercussions. To avert that, participants will discuss stakeholders in terms of their interest and influence at any event or in the relationship. We will also look at types of stakeholders in terms of those that need to be managed closely, those whose needs have to be met, those who need to be kept informed and finally those who just to be monitored with minimum effort.

MODULE 12: CROSS-CULTURAL ETIQUETTE

At times deals are lost through misunderstandings, even between relatively similar cultures. These misunderstandings do not have to be huge to have an effect on the institution. This session will focus on the general dos & don'ts; Communication styles – verbal and nonverbal; common misunderstandings; gestures and body language etc

MODULE 13: BUSINESS ETIQUETTE

One's behaviour has to be professionally acceptable. To reinforce that, the workshop will discuss: professional dress codes; business card etiquette; handshakes; body distance; introductions etc.

DAY 5

MODULE 14: CRISIS MANAGEMENT

Discussion will revolve around: emergency response procedures; establishing a crisis management response structure; crisis management team; incident tracking, logging and reporting etc.

MODULE 15: PROTOCOL AND ETIQUETTE RISK ASSESSMENT

As the last module of the workshop, we will conduct a detailed risk assessment of the probability of a protocol breach occurring and the impact it will have on an event or institution. At the end, participants will develop a risk management plan that will guide their operations.

Registration Form

PLEASE COMPLETE THIS FORM AND EMAIL BACK TO INFO@OSEASONSEVENTS.CO.ZA TO SUCCESSFULLY COMPLETE YOUR BOOKING

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Signature: _____ Date: _____

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Job Title	Email (required)	Telephone

2nd Delegate Details:

Title	Surname	First Name
Job Title	Email (required)	Telephone

3rd Delegate Details:

Title	Surname	First Name
Job Title	Email (required)	Telephone

AUTHORIZATION

Title	Surname	First Name
Job Title	Email (required)	Telephone

Signature: _____ Date: _____

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Conference Fees

Please select your options by ticking the boxes below

<input type="checkbox"/>	Conference and Workshop (5 days)	\$ 2,500
<input type="checkbox"/>	Airport Transfer (both ways)	\$ 100
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<input type="checkbox"/>	Optional Tour	\$ 130

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