

# € TRAINING

Mastering Business Etiquette & Protocol



4 - 8 November 2024  
Casablanca (Morocco)  
New Hotel



# Mastering Business Etiquette & Protocol

REF: C1436 DATE: 4 - 8 November 2024 Venue: Casablanca (Morocco) - New Hotel Fee: 4290 Euro

## Introduction:

Did you know that approximately 85% of job success is based on "soft skills" while only 15% is based on technical knowledge? Whether you are interacting in the boardroom, online or abroad, effective soft skills will make the biggest impact in successfully building relationships.

First Impressions, Making an Impact, and Achieving your Objectives are just three benefits from this dynamic training conference. During the Mastering Business Etiquette & Protocol training conference, participants will gain practical knowledge and advanced skills to help them prepare for key interactions with colleagues.

This training conference develops the concept of business etiquette and the proper etiquette practices for different business, work, and social scenarios. Participants will learn the etiquette requirements for a meeting, entertaining, telephone, and internet business interaction scenarios. Additionally, the training conference addresses etiquette challenges when doing business in a multi-cultural situation or meeting.

## Conference Objectives:

At the end of this conference the participants will be able to:

- Gain advanced skills for gaining social, business, and international exposure
- Learn the principles of international business protocol and professional etiquette
- Understand how to behave correctly in both business and social situations including formal dinners, networking, and online webinars, and social media.
- Learn how to establish effective communication with different types of guests, from different countries and levels of management
- Demonstrate appropriate personal and professional conduct and follow both social and business rules
- Understand how to apply proper communication and professional etiquette at all levels and at all times
- Implement different variations in protocol and professional etiquette from different cultures, nations, and regions
- Plan VIP visits and formal occasions while executing the role of the ideal host
- Learn International and Local variation in Business Etiquette & Protocol
- Apply the foundations of meetings and concerts official reception protocol
- Learn new communication and multi-cultural skills by telephone, online, email and face to face

## Targeted Audience:

- Business leaders, senior executives, and those involved in international affairs
- Departmental supervisors, internal consultants, and human resources staff
- Project managers and technical professionals and engineers

## Conference Outlines:

### Unit 1: Introduction to Social Etiquette, Everyday Manners and Business Protocol

- What is etiquette and why does it matter
- Etiquette knowledge self-assessment
- Understanding etiquette: conventions in social behavior and expected behavior patterns
- Everyday manners, courtesy and common mistakes and rude behavior
- Best practice behaviors for attending business meetings
- Ten principles of office etiquette and work protocols
- Guidelines for planning and chairing a meeting, event or seminar
  - Before the meeting
  - On the day of the meeting
  - Chairing the meeting
  - Following up on points and actions
  - Internet usage in the workplace and Netiquette

### Unit 2: Formal Events and Professional Conduct

- Behaviors, rules, and etiquette for formal occasions and encounters
- Formal dinners and events: Etiquette, rules, and protocol
- Dealing with visitors and hosting business events
- Professional networking; how to work a room and social etiquette in business conferences, external meetings, and events
- Business meals basic and advanced table etiquette;
  - Basics of Table Etiquette
  - Holding & Resting Utensils
  - Business Dining Etiquette
  - Multi-cultural Highlights
  - Specific Food Etiquette Guidelines

### Unit 3: International Etiquette - Northern Cultures

- Test your international etiquette skills - Part 1
- Understanding and working professionally with North Americans
- The cultural differences and etiquette of dealing with Europeans
- Working with British colleagues, contacts, and suppliers
- Cultural differences of Scandinavia, including Sweden and Denmark
- The Russian way, how to work with colleagues from the Soviet Union and near neighbors

### Unit 4: International Etiquette - Southern and Eastern Cultures

- Test your international etiquette skills - Part 2
- Understanding and working professionally with India
- The cultural and legal differences and etiquette of dealing with China
- Working with African colleagues, contacts, and suppliers
- Cultural differences between Japan and other Asian countries, including Korea and the Philippines
- Brazil and South American cultures and social mannerisms

## Unit 5: Communication Etiquette and Work Ethics

- Guidelines for receptionists, security, and service staff
- Making introductions, greeting people, shaking hands, and other protocols
- Dealing with difficult people and situations and how to say no nicely
- Telephone communication best practice and etiquette
- Politeness in written communication and email etiquette
- How to handle customer service and supplier communication etiquette and common protocols
- Understanding the role of ethics in the workplace
- The challenge of diversity, inclusion and equality
- Action planning