

# € TRAINING

The Art Of Dealing With Others Via Protocols  
and Etiquette



14 - 18 October 2024  
Casablanca (Morocco)  
New Hotel



# The Art Of Dealing With Others Via Protocols and Etiquette

REF: Q1469 DATE: 14 - 18 October 2024 Venue: Casablanca (Morocco) - New Hotel Fee: 3685 Euro

## Introduction:

This training program focuses on mastering protocols and etiquette in various social and professional contexts. Through practical exercises and personalized guidance, they develop the skills needed to handle diverse situations gracefully and leave a positive impression.

## Program Objectives:

At the end of this program, participants will be able to:

- Understand social etiquette, business protocol, and professional conduct.
- Master networking, international etiquette, and communication skills.
- Handle VIPs, negotiations, and difficult situations effectively.
- Develop media skills and grasp unified concepts of etiquette and protocol.
- Apply universal principles of professionalism and impression management.

## Targeted Audience:

- Personnel officers.
- Public relations professionals.
- Events organizers.
- Personal assistants.
- Employees in the hospitality business and all those whose position requires dealing and interacting with important persons in both government and private sectors.

## Program Outlines:

### Unit 1:

#### Understanding Protocol and Etiquette:

- Explore the importance of protocol and etiquette in various social and professional settings.
- Learn the fundamentals of protocol and etiquette, including norms, customs, and cultural considerations.

- Understand the role of protocol and etiquette in building relationships and navigating social interactions effectively.
- Gain insights into the historical evolution of protocol and etiquette and how it shapes contemporary social norms.
- Explore case studies illustrating the consequences of disregarding protocol and etiquette in different cultural contexts.

## Unit 2:

### Protocol and Etiquette in Business:

- Discover the significance of protocol and etiquette in the business environment.
- Learn how to conduct oneself professionally in meetings, negotiations, and networking events.
- Explore strategies for using protocol and etiquette to enhance business relationships and foster trust and respect.
- Learn strategies for effectively using digital communication platforms while maintaining professional etiquette.
- Understand the nuances of non-verbal communication in business settings and how it impacts perceptions of professionalism.

## Unit 3:

### Protocol and Etiquette in Social Settings:

- Examine the role of protocol and etiquette in social gatherings, ceremonies, and events.
- Learn the dos and don'ts of social etiquette, including greetings, introductions, and table manners.
- Understand how to navigate various social situations with grace and confidence while adhering to protocol and etiquette norms.
- Discover the role of technology and social media etiquette in modern social interactions.
- Explore the art of hosting and attending social events with grace and courtesy, including RSVP etiquette and gift-giving customs.

## Unit 4:

### International Protocol and Etiquette:

- Explore cultural differences in protocol and etiquette across different countries and regions.
- Learn how to adapt to international protocol and etiquette norms when conducting business or traveling

abroad.

- Develop cross-cultural communication skills and strategies for building rapport and mutual respect in diverse cultural contexts.
- Delve into the intricacies of diplomatic protocol and its role in international relations and state visits.
- Learn about the concept of "cultural intelligence" and its importance in navigating diverse global business environments.

## Unit 5:

### Mastering Protocol and Etiquette:

- Refine your protocol and etiquette skills through practical exercises and role-playing scenarios.
- Receive personalized feedback and guidance on areas for improvement in protocol and etiquette.
- Develop a personal protocol and etiquette plan to apply what you've learned in your everyday interactions and professional endeavors.
- Engage in simulated cross-cultural interactions to practice adapting protocol and etiquette to different cultural contexts.
- Explore advanced topics such as business dining etiquette and managing challenging interpersonal dynamics with diplomacy and tact.