

€ TRAINING

The Art of Dealing With Others Via Protocols
and Etiquette

6 - 10 January 2025
Trabzon (Turkey)





The Art of Dealing With Others Via Protocols and Etiquette

REF: Q1469 DATE: 6 - 10 January 2025 Venue: Trabzon (Turkey) - Fee: 5300 Euro

Introduction:

Protocol and etiquette are essential for maintaining order and professionalism in various settings. They provide guidelines for respectful interactions and appropriate behavior, ensuring smooth communication and fostering positive relationships. This training program focuses on mastering protocols and etiquette in various social and professional contexts. Through it, participants will 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:

- Explore 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 protocol and etiquette to enhance relationships and interactions.

Targeted Audience:

- Personnel officers.
- Public relations professionals.
- Events organizers.
- Personal assistants.
- Employees in the hospitality business and 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.

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 in Professional and Social Settings:

- Understand the critical role of protocol in fostering professional and personal relationships.
- Learn the key elements of formal and informal protocols in different settings.
- Explore effective strategies for integrating protocol into professional and social interactions.
- Develop the skills to navigate high-level events, such as international conferences and state dinners, with confidence.
- Understand the importance of maintaining protocol in digital and virtual settings, including virtual meetings and online interactions.