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ADVANCED DIPLOMACY, PROTOCOL AND ETIQUETTE TRAINING



Dates: 25-29 September 2017

Venue: Movenpick hotel, Jumeira Lakes
Towers, Jumeira lakes, DUBAI, UAE



INTRODUCTION

Protocol is the set of rules which prescribe the conduct or behaviour that is accepted by high ranking Government officials, diplomats and dignitaries around the world. Diplomacy is the art and practice of conducting negotiations. It requires having tact and being non-confrontational. This is an advanced programme carrying over from the basic Protocol programme that we offer to beginners. Knowledge in diplomacy, protocol and etiquette is important because it promotes thoughtfulness, exceptionally good manners, respect, refinement and consistency in communication and can empower officials with critical skills to succeed in today's complicated global networks.

Seminar Objectives

The objectives of this seminar are

1. To increase awareness among officials of the principals of protocol and diplomacy;
2. To enhance skills written and oral communication and the way in which your institution is perceived and received by Government and the diplomatic community;
3. To develop the critical skills required for hosting important events and hosting dignitaries;
4. To master the skills associated with refinement and presence at any international business and social meeting and event.



CENTURY
Business Academy

COURSE OUTLINE

The Important Basics

INTRODUCTION

1. Brief history of protocol, etiquette, and manners
2. How important are these today?

ORDER OF PRECEDENCE

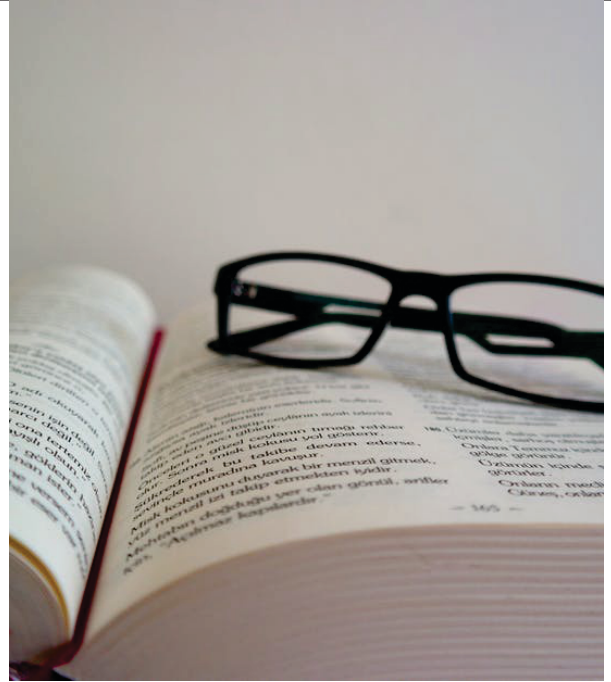
1. Who outranks who?
2. Foreigners at official functions
3. Invitations of ranked guests
4. Handling wives of government officials
5. Protocol order of precedence for countries
6. Precedence in diplomatic corps
7. Precedence in consular corps

TITLES AND FORMS OF ADDRESS

1. Courtesy title distinctions
2. Complimentary close in correspondence
3. Honors, decorations and medals
4. Military titles
5. Royalties and foreign titles
6. Titles at the united nations
7. Forms of address for state and local governments

CALLING AND CALLING CARDS

1. Making calls
2. Calls without appointment
3. At post
4. Calls by military officers
5. Returning calls
6. Calling cards
7. Various uses of cards
8. Advanced guidelines
9. Calling cards sizes



PROPER INTRODUCTIONS AND THEIR RESPONSES

1. Formal versus informal
2. Business, Diplomatic, Military, and Casual settings
3. Proper responses in various situations

THE INS AND OUT OF PLANNING A EVENT

1. Successful Event Planning and Entertaining
2. Pre-Event/party planning... the key to success
3. Guest lists
4. Various forms of Service
5. Menu planning
6. Seating protocol
7. Table settings
8. Place cards
9. Host duties throughout the meal
10. Pre-planning appropriate conversations
11. Conversation techniques and Listening skills
12. Should there be more than one conversation at a time?
13. Receiving lines
14. Strategic do's and don'ts

INVITATIONS AND REPLIES

1. Formal invitations
2. Invitations for a stag function
3. Invitation for a joint official function
4. Invitation for a personal party
5. Requesting an invitation
6. Completely engraved invitations
7. Semi-engraved invitations
8. Handwritten invitations
9. Function with more than one host and or hostess
10. Telephone invitations
11. Reminder cards informal invitations
12. Replies to invitations
13. Cancelling acceptances
14. Postponing or recalling invitations



OFFICIAL ENTERTAINING AND PRIVATE PARTIES

1. The role of the wife of an official
2. Selection of the date, the place and the time
3. The guest list
4. Decorations and dress
5. Menus
6. The receiving line
7. Toasts honouring foreign guests
8. Notes on toasts
9. Table etiquette
10. Conversations at the table
11. After dinner entertainment
12. Saying good bye, who is the 1st to leave
13. Thank you notes
14. Receptions
15. Catering
16. Afternoon receptions
17. Private dances
18. The dinner dance
19. The supper dance
20. Host checklist



PROFESSIONAL CONDUCT & COMMUNICATION SKILLS

21. 1. Understanding rank and status
22. a. Lines of communication
23. b. Understanding when formality and clear lines are required
24. c. Understanding and working with culture differences
25. 2. How to make an entrance
26. 3. Business card savvy
27. 4. Handshaking techniques and eye contact © Full content
28. 5. Self-introductions and responding to introductions
29. 6. How to remember names
30. 7. Entering and exiting conversations, meetings, and events
31. 8. Conversing with diplomats and dignitaries
32. 9. Maximizing your networking effectiveness at a social event.



FLAG PROTOCOL

1. Proper use of flags and logos
2. Understanding the differences among the various branches of global military forces... Army, Navy, Air Force, Marines, and Coast Guard.

TABLE SEATING ETIQUETTE

1. All male or all female luncheons and dinners
2. Mixed luncheons and dinners with bachelor host or hostess
3. Traditional mixed dinners
4. Mixed dinners (divisible by four)
5. Mixed luncheons and dinners at squared U and horseshoe tables
6. Head tables

STATE HOUSE ENTERTAINING

1. Time
2. The invitation
3. After dinner invitations
4. Receptions by president and first lady the dinner dance
5. Signing ceremonies
6. Award ceremonies
7. Swearing ceremonies
8. Arrival of host
9. Arrival of honoured guest
10. Departure
11. Dress



THE DIPLOMATIC CORPS

1. Procedures of appointment and accreditation of ambassadors
2. Presentation of credentials
3. Official calls by the new ambassador
4. Participation of heads of mission in ceremonies
5. An ambassador's departure
6. Diplomatic immunity
7. Change of administration
8. Death in diplomatic corps
9. Notes on funerals and mourning
10. Letters of condolences upon the death of a foreign chief of mission
11. Gifts and decorations

CEREMONIES

1. Presidential inaugurals
2. Swearing in the president
3. The inaugural parade
4. Diplomatic notes
5. Twenty one gun salute
6. State Funerals
7. Responsibilities of the office of the chief of protocol



GLOBAL GIFT GIVING PRACTICES

1. Strategic do's and don'ts in gift-giving around the world... In Asia, Europe, The Americas, Africa.
2. Wrapping and packing gifts for global travel

WOMEN IN OFFICIAL AND PUBLIC LIFE

1. Women ambassadors
2. Unmarried couples
3. Women of fame and achievement without rank

SECURITY ISSUES

1. Origins of modern era security
2. Areas of concern
3. Examination of sites
4. Security of property and personell

AIRPORT RECEPTIONS

1. Receiving guests at the plane
2. The receiving line positions and order thereof
3. Red carpet
4. Positioning of the protocol officer
5. Car seating protocol



DINING ETIQUETTE

1. Host duties and guest responsibilities
2. Let's be seated... Proper entrance and posture at the table
3. Napkins: When is the right time and wrong time to place your napkin on your lap?
What to do with it at the beginning, middle and end of a meal
4. How to pass the bread basket? Which way does it go?
5. When to begin eating... who begins and who should follow?
6. How to excuse yourself from the table in the middle of the meal?
7. Proper flatware usage
8. Global table manners
9. Often-made mistakes in etiquette and protocol
10. Strategic do's and don'ts.



**Training Fee
\$2000 / Delegate**