



أكاديمية الزمالة العربية البريطانية
Arab British Academy Fellowship
A.B.A.F





The Essentials of Business Etiquette and Protocol



Why Attend

First impressions are often made within seven seconds of a meeting and are difficult, if not impossible, to change. Among other things, this course helps you leave a great first impression. It also addresses how to deal with others in a business setting taking into account differences in culture and region. Since business is often conducted over lunch or dinner, dining skills can also impact someone's opinion of you as a potential business partner. During the five days of this course you will also get tips on how to apply proper manners and business etiquette in many different settings. In addition, many diplomatic 'incidents' occur due to the personnel's lack of understanding of various protocol standards. Therefore, a portion of the course is dedicated to introducing the international rules of protocol that need to be implemented during formal occasions and visits.

Course Methodology

The course is designed to be interactive and participatory, and includes various learning tools to enable the participants to operate effectively and efficiently in a multifunctional environment. The course is built on four learning pillars: concept learning (lectures and presentations), role playing (group exercises), experience sharing (roundtable discussions) and exposure to real world problems and policy choices confronting delegates.



Course Objectives

By the end of the course, participants will be able to:

- Explain how to behave correctly in both business and social situations
- Describe how to interact and communicate effectively with different types of guests
- Demonstrate appropriate personal and professional conduct
- Plan VIP visits and formal occasions while executing the role of the ideal host
- Apply proper communication etiquette
- Implement different variations in protocol and etiquette from different cultures, nations and regions

Target 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.

Target Competencies

- Public speaking
- Verbal and non verbal communication
- Influencing
- Presentation delivery
- Active listening
- Building rapport



- Principles of business etiquette and protocol
- Definitions and concepts
- Guiding principle
- Importance of etiquette in business



- Importance of protocol in business
- The importance of manners
- Creating the right corporate image
- Six basic principles

- **Achieving communication success**
 - Communication levels and definitions
 - The four principles of communication
 - Elements of the communication process
 - Communication delivery aspects
 - Barriers to effective communication
 - Overcoming communication barriers
 - Communicating across cultures
 - Managing perceptions and biases
 - Communication key qualities
 - Listening etiquette

- **Personal and professional conduct**
 - Universal expectations for behavior
 - Etiquette for formal occasions
 - Handling difficult personalities
 - Four choices for dealing with various behaviors
 - International business etiquette
 - Customs and cultures
 - Best practices

- **Planning and hosting VIP occasions**
 - Preparation for official visits
 - Protocol at events and summits
 - Key qualities of the ideal host
 - Seating strategies
 - Risk and contingency planning
 - Mistakes to avoid
 - Meeting at airports

- **Proper communication etiquette**
 - Phone etiquette
 - Meeting etiquette
 - Email etiquette
 - Titles and forms of address
 - Exchanging gifts

- **Variations in protocol and etiquette**
 - Administrative protocol



- Flags, anthems and logos
- Awkward situations and solutions
- Panoramic view of variations



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