

Course Overview:

The Business Etiquette and Professionalism Certification program is aimed towards persons looking to learn what is there to know about etiquette and conduct in today's business environment. The course will teach you about the dos and don'ts in specific situations such as business meals, meeting with persons from different cultures (providing specific insights), greeting, planning and attending meetings and functions. This is a course that is advised for every individual, it is the little details that make the bigger difference for the business professional.

Course Objective:

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Course Outline:

Principles of protocol and etiquette

This module covers the essentials of how to navigate and manage interpersonal dynamics in important encounters.

- Understanding protocol: conventions of official interaction, collective, personal and written
- Understanding etiquette: conventions in social behavior and expected behavior patterns
- Courtesy and manners
- Official, diplomatic and royal protocol
- Business, social and cultural considerations

Flawless professional and personal conduct

This module is a practical primer in conventions and behaviors that create a good impression and avoid causing offence in personal and business etiquette.

- Universal expectations for personal behavior
- Personal etiquette for formal occasions and encounters
- International business etiquette: universal best practice
- Local and regional business and social differences

Preparing and hosting VIP visits and occasions

This module is a how-to guide to preparing, managing and executing the protocol dimension of VIP visits and formal occasions.

- Preparing for official visits
- Protocol at events and summits
- Protocol planning, liaison and logistics
- Practical hosting skills
- Risk assessment and contingency planning
- Troubleshooting: avoiding mistakes and slip-ups

International and local variations

This module covers international and regional differences in protocol and etiquette between different cultures and nations.

- In-depth country and region profiles

Who Should Attend:**Training Language:**

Eng

Training Methodology:

- Presentation & Slides
- Audio Visual Aids
- Interactive Discussion
- Participatory Exercise
- Action Learning
- Class Activities
- Case Studies
- Workshops
- Simulation

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.