

**Course Overview:**

First impressions are often made within seven seconds of a meeting and are difficult, if possible, 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, considering 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 applying 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 Objective:**

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

- Analyze the principles of appropriate behavior in business and social contexts
- Evaluate effective strategies for interacting and communicating with various guest types
- Interpret appropriate personal and professional conduct in diverse situations
- Compile the components necessary to plan VIP visits and formal occasions, embodying the role of an exemplary host
- Devise proper communication etiquette in various scenarios
- Assess variations in protocol and etiquette from different cultures, nations, and regions for effective implementation

**Course Outline:**

- Principles of Business Etiquette and Protocol Definitions and conceptsGuiding principleImportance of etiquette, protocol, and mannersin businessCreating the right corporate imageSix basic principles
- Achieving Communication Success Communication levels and definitionsThe four principles of communicationElements of the communication processBarriers to effective communicationOvercoming communication barriersCommunicating across culturesCommunication: Key qualitiesListening etiquette
- Personal and Professional Conduct Universal expectations for behaviorEtiquette for formal occasionsHandling difficult personalitiesFour choices for dealing with various behaviorsInternational business etiquetteCustoms and culturesBest practices
- Planning and Hosting VIP Occasions Preparation for official visitsProtocol at events and summitsKey qualities of the ideal hostSeating strategiesRisk and contingency planningMistakes to avoidMeeting at airports
- Proper Communication Etiquette Phone etiquetteMeeting etiquetteEmail etiquetteTitles and forms of addressExchanging gifts
- Variations in Protocol and Etiquette Administrative protocolsFlags, anthems and logosAwkward situations and solutionsProfessionalismPanoramic view of variations

**Who Should Attend:****Training Language:**

Eng/Ar

**Training Methodology:**

The course combines various teaching methods, including instructor-led presentations, group discussions, case study analyses, and assessments through quizzes and a final exam to engage participants and ensure they understand and retain the material.

**Venue | Date | Fees**

Dubai | 16-12-2024 | 21,563 SAR

Personnel officers, public relations professionals, event organizers, personal assistants, employees in the hospitality business, and all those whose positions require dealing and interacting with important persons in government and private sectors