

# informatæch



PUBLIC RELATIONS | PR-004

# The Essentials of Business Etiquette and Protocol

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# Course content

## Why Attend

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.

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. It 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.

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

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.

- Public speaking



# Course content

## Why Attend

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

## Course outline

### Principles of Business Etiquette and Protocol

- Definitions and concepts
- Guiding principle
- Importance of etiquette, protocol, and manners in business
- 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
- Barriers to effective communication
- Overcoming communication barriers
- Communicating across cultures
- Communication: Key qualities
- Listening etiquette



# Course content

## Course outline

### 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

A high-angle photograph of two men in dark suits and light blue shirts looking down at a tablet held by the man on the left. The man on the right is holding a pen. The background is a light-colored tiled floor.

# Course content

## **Course outline**

- Exchanging gifts

## **Variations in Protocol and Etiquette**

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



# Seminar dates

## Available seminar dates

Live dates and pricing for The Essentials of Business Etiquette and Protocol generated from the course details page.

| Date                  | Location                | Format    | Fee      |
|-----------------------|-------------------------|-----------|----------|
| 20 - 24 July 2026     | Munich - Germany        | Classroom | €3,450.- |
| 3 - 7 August 2026     | Amsterdam - Netherlands | Classroom | €4,250.- |
| 7 - 11 September 2026 | Istanbul - Turkey       | Classroom | €2,850.- |
| 12 - 16 October 2026  | Rome - Italy            | Classroom | €4,250.- |
| 9 - 13 November 2026  | Istanbul - Turkey       | Classroom | €2,850.- |
| 14 - 18 December 2026 | Vienna - Austria        | Classroom | €4,250.- |
| 20 - 24 July 2026     | Vienna - Austria        | Classroom | €4,250.- |
| 3 - 7 August 2026     | Barcelona - Spain       | Classroom | €3,850.- |
| 7 - 11 September 2026 | Paris - France          | Classroom | €4,500.- |
| 12 - 16 October 2026  | Frankfurt - Germany     | Classroom | €3,250.- |
| 9 - 13 November 2026  | Barcelona - Spain       | Classroom | €3,850.- |
| 14 - 18 December 2026 | Frankfurt - Germany     | Classroom | €3,250.- |

### Live online option

Online delivery is available at €1,850.-.