

PROTOCOLTODAY

PROTOCOL & SOFT DIPLOMACY CONSULTING

ACADEMY

WTC Dubai, 25 – 27 June 2020

**BECOME A MINDFUL EXECUTIVE
WITH THE SKILLS TO NAVIGATE & OPERATE
SMOOTHLY AROUND THE GLOBE**

*“We are a capacity development company connecting values,
cultures, organisations, individuals and societies around the world”*



OUR SERVICES AND VALUE PROPOSITION

ProtocolToday, The Hague, The Netherlands, is a capacity development company connecting values, cultures, organisations, individuals and societies around the world. We are specialised in international business etiquettes, international protocol, cultural intelligence and soft power skills.

We train executives to use of soft and hard power in profit, non-profit, public and government sectors around the world. Through our training program we enable them to feel comfortable in dealing with people from different backgrounds around the world.

GLOBAL MINDSET SKILLS TO MANAGE ACROSS CULTURES

The world is transforming into a global village, characterised by intensive interactions at multiple levels. Local companies are becoming international since they must deal with foreign business partners. At the same time local executives must deal with international companies, colleagues and stakeholders (business partners, clients, agents, employees, etc.).

Simultaneously, organisational structures are becoming less hierarchical, process oriented, diverse and are driven by abilities for collaborative cooperation and co-creation.

The impact of this ongoing internationalisation requires entrepreneurs, consultants, business, government and other professionals to have a global mindset, e.g. the skills to interact and navigate across cultures in a smooth way for cooperative and productive performances.

Global Mindset Leaders have:

- Cosmopolitan outlook: an understanding of cultures, political and economic systems in other countries and how global systems work;
- Mindfulness skills: Passionate about diversity and ability to deal with multicultural people and be comfortable in building trusting relationships with people from different background.

PROTOCOLTODAY MASTERCLASSES AND TARGETED PARTICIPANTS

MASTERCLASSES	TARGETED PARTICIPANTS
<ul style="list-style-type: none"> ▪ <i>Business Etiquettes & Professionalism</i> ▪ <i>International Business Protocol</i> ▪ <i>International Cultural Intelligence</i> ▪ <i>Dine like a Diplomat. Case Study</i> 	<ul style="list-style-type: none"> ▪ Directors, managers & executives ▪ Entrepreneurs & consultants ▪ National & local governments officials ▪ City marketing & investments promotion executives ▪ International organisations staff ▪ Practicing diplomats, civil servants ▪ Individuals interested in international protocol ▪ Protocol and communication officers ▪ PR consultants ▪ Hotel managers and executives ▪ Executives working in the private and public sector ▪ Bank managers and executives ▪ Meeting & special events professionals ▪ Human relation managers & professionals

LEARN TODAY & PRACTICE TODAY

The ProtocolToday masterclass programs are one-day programs concluded with an integrated (personalised) assessment.

ProtocolToday moderators consist of international experienced academics and professionals with a strong background in international business, global relations and protocol. They are competent in connecting concepts and protocol to the daily practice of (international) directors, managers and executives and can support this through their large international network and international references.

Teaching/learning takes place on the Action Learning Model. This learning concept requires an active and interactive participation of participants. In a logical sequence several topics are discussed through integration of theory, cases and assignments, enabling participants to develop a sound understanding of the underlying concepts and to share experiences.

Participants will receive a syllabus in advance to prepare themselves for the program. The program includes in-between assessments enabling you to process the learn matters in a personalised way.

PRICE & CERTIFICATION

The participation fee per masterclass (one-day program) is € 595 excl. VAT and other local taxes, if applicable. The fee for all four masterclasses is € 1.995 excl. VAT and other local taxes. The price includes course materials (digital) and lunch on all days.

Successful participants will receive a Certificate from ProtocolToday Academy for each masterclass.

ABOUT PROTOCOLTODAY

ProtocolToday® in The Hague, The Netherlands is an expert organisation in international protocol, diplomacy, soft skills, business etiquette and provides customized, solution-based training programs in the public and private sector. All training programs are delivered by a distinguished team of international experienced professionals.

ProtocolToday was founded by Adriana Flores, an experienced consultant in Protocol and Soft diplomacy. Adriana has worked with many distinguished people and companies in the Netherlands and abroad. She holds a Master of Arts degree in Protocol & Soft Diplomacy Skills and did her postgraduate in Protocol and Ceremonial at the International School of Protocol & Diplomacy in Belgium.

She has worked for ambassadors in the Netherlands and at the VIP-Centrum at Schiphol Airport Amsterdam where she was responsible for welcoming various national and international delegations including royal families, diplomatic corps, celebrities, political and religious leaders. Adriana speaks Spanish, English and Dutch.

All programs of *ProtocolToday* are supervised by Professor Dr. Dewanand Mahadew, an international expert with business development experience in more than 60 countries. He is the managing director of NewEconomyStrategies, Dean of International Business Development Academy and Professor in International Business and Strategic Management at UBIS University in Geneva.

INFORMATION & CONTACT

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MASTERCLASS BUSINESS ETIQUETTE & PROFESSIONALISM

PROGRAMA OVERVIEW

Masterclass Business Etiquettes & Professionalism

Relations in business and social domains are easier if the concerned individuals are perceived as trustworthy, respectable and having proper business etiquettes.

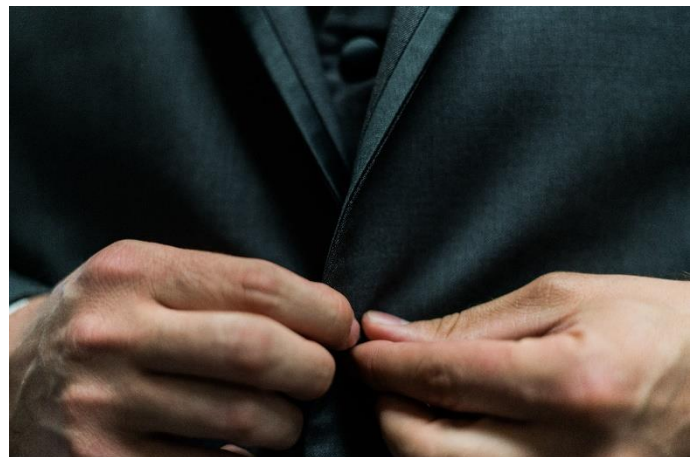
To achieve a professional image, it is important for executives to understand the different types of personalities, nationalities, cultures and the associated etiquettes and manners.

The three components of business etiquettes (appearance, communication and behaviour) are at the core of this masterclass.

Interactions, such as polite greetings, courteous conversations and active listening have an important impact on how you're being perceived by others. Knowing how to make a great first impression, how to dress appropriately, read body language, etc. helps you to present yourself in an impactful way.

Key topics include:

- Business card protocol & hand shake;
- Business customs & terminology;
- The art of conversation both in person and on phone;
- How to dress appropriately, personal style and its influence on your communication;
- The right way of behaving online in a business context;
- International Business Etiquette;
- Dealing with ethical dilemmas, personal issues, and difficult people;
- Polished diplomatic and formal social etiquette;
- Dress-code: Formal and informal dress.



MASTERCLASS

DINE LIKE A DIPLOMAT

PROGRAMA OVERVIEW

Masterclass - Dine like a Diplomat

Good dining skills are a must when conducting business abroad or entertaining international clients in your own country. Table manners (or lack thereof) can have an impact on how individuals, and the companies they represent, are perceived.

This masterclass will reinforce your talents and provide valuable skills to enable you to master the appropriate skills in dining with executives from around the world, including host and guest duties, styles of eating, host duties, mingling proficiency and creating appropriate conversations.

This masterclass uses discussions and a three-course meal to impart the knowledge and skills needed in a variety of dining situations.

Key topics include:

- Protocol to make invitations, extending, accepting and cancelling;
- Receiving of guests: what should you do at the receiving line?
- Host duties and his protocol;
- Organizing a proper business luncheon;
- Select restaurant, table setting, greeting guests, hospitality and protocol aspects;
- Seating guidelines: correct seating for a business meal
- Dining table protocol & etiquette;
- Handling the silverware.



MASTERCLASS INTERNATIONAL BUSINESS PROTOCOL

PROGRAMA OVERVIEW

Masterclass – International Business Protocol

In today's global economy and cross border operations there is an increasing need for understanding diplomatic protocol and make the right impressions.

Protocol is knowing how to be comfortable and at ease, empowered with confidence and authority to make others feel truly welcomed and comfortable. It is about creating the right environment for business and making impact while maintaining courtesy and politeness in international affairs; meetings with ambassadors, government officials, international organisations, multinationals, corporations and companies.

Key topics include:

- International protocol and soft diplomacy;
- Enhanced personal, professional image, first impressions;
- Corporate and diplomatic communication skills;
- Business communication with partners from all over the world;
- Strategies to gain an international edge;
- Flags;
- Protocol in the car;
- Seating protocol by meeting;
- Importance of rank & status;
- Make an effective entrance & mingle;
- Gift giving etiquette & protocol.



MASTERCLASS INTERNATIONAL CULTURAL INTELLIGENCE

PROGRAMA OVERVIEW

Masterclass – International Cultural Intelligence

The globalisation of the world demands leaders, managers and executives to deal with the complexities of merging corporate cultures as part of leadership, co-creation, production, marketing, planning, decision-making, recruitment and task assignments.

The Masterclass International Cultural enables participants to obtain an understanding of the power and dimensions of cultures. It elaborates on the impact of cultures on negotiations, team work, contracting behaviour and management issues.

A core element of the masterclass is the Lewis Model, based on research analysis of the impact of culture in 135 countries. This model argues that humans, from any country in the world, can be divided into three clear behaviour-related categories: linear-active, multi-active and reactive.

Key topics include:

- Cultural intelligence;
- Emotional intelligence
- The Power of Culture in Business
- Dimensions of cultures;
- Intercultural & multicultural;
- Mindfulness;
- Analysis of cultures and impact on professional behaviour;
- Effective collaboration strategies;
- Building effective relationships in international teams;
- Commonalities between different cultures;
- Cultural communication context;
- Non-verbal communication differences;
- Power distance;
- Problems solving & decision making;
- Conflict/negotiation style;
- The model of Lewis;
- Using the Lewis model to manage your international teams.