

aractech

Global Learning for Operational Leaders



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.

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. 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.

Course Objectives

- 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

Target Audience

- 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.
- Target Competencies

- Public speaking

- Verbal and non verbal communication

Course outline

Detailed course outline

Module-by-module outline for The Essentials of Business Etiquette and Protocol.

Module 1 - 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

Module 2 - 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

Module 3 - 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

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Module 4 - 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

Module 5 - Proper Communication Etiquette

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

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 |
|-----------------------|-----------|-----------|--------|
| 15 - 19 June 2026 | London | Classroom | €2,940 |
| 20 - 24 July 2026 | Munich | Classroom | €2,415 |
| 3 - 7 August 2026 | Amsterdam | Classroom | €2,975 |
| 7 - 11 September 2026 | Istanbul | Classroom | €1,995 |
| 12 - 16 October 2026 | Rome | Classroom | €2,975 |
| 9 - 13 November 2026 | Istanbul | Classroom | €1,995 |
| 14 - 18 December 2026 | Vienna | Classroom | €2,975 |

Live online option

Online delivery is available at €1,250.