

## Protocol & etiquette

Understanding of correct protocol and etiquette is as important to modern international business as it is to the world of diplomacy and affairs of state.

This course instils knowledge of customs and expectations for standards of behaviour across a full range of formal and informal encounters in many cultures and situations.

Topics include conventions of official interaction, collective personal and written; social behaviour, cultural, national and regional variations; business and diplomatic etiquette, international protocol, events, visits and summits. Training consists of incisive briefings from an expert protocol trainer, combined with examples, role-plays, case studies and structured discussions.

### 2010 programme

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Welcome & introductions  
Overview of protocol & etiquette  
Cultural differences & etiquette  
Business etiquette  
Formal occasions  
International protocol  
International visits  
Country specific case studies

### Trainer biography

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#### Roger Hayes

Roger is a senior communications professional, corporate social responsibility adviser and strategist. He has been the head of PR for Ford of Europe, EMI Music, Director General of the British Nuclear Industry Forum and is the founder of Echo Research, a leading international research company. Roger has worked extensively in Europe, the Middle East, Asia and Africa advising governments, government departments, NGOs and multinational companies. Roger also has specific expertise in helping government departments, companies and NGOs work together on common issues such as the environment. As a professional moderator he has hosted a number of conferences, roundtables and training seminars. Roger has worked for Pinnacle since 2004 and has run a number of open and customised courses on crisis management, stakeholder engagement, CSR, strategic communications and high-level media relations.

Protocol and etiquette: 2010 programme

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