

The Practical Application of Protocol, Etiquette and Diplomacy Masterclass

23rd – 26th October 2017 at The Capital Hotel 20west Sandton Johannesburg RSA



Do you interact with international governments, diplomatic/consular staff, trade missions or high level corporate executives? If so, are you observing the correct behaviour and protocols that will facilitate those interactions to a successful conclusion.



Book & pay before 30th August to get free airport pick & drop off plus 10% discount on tuition fee



South Africa Tel: + 27 11 549 5668 | USA Tel: +1 215-240-0803 | Mobile: +27 78 512 0481

Email: info@oseasonsevents.co.za | Address: Johannesburg Fourways Broadacres, Corner of Cedar Road, and

Fourways Boulevard, Johannesburg, 2191

Course Timings:

Registration will be at 08:00 on Day One. Course sessions will start promptly at 08:30 and end at 15:30. There will be two short breaks for refreshments and lunch will be served at 12:30 of each day's sessions

Introduction

Today protocol needs to respond to the modern rules of engagement and to be aware that building relationships depends on recognising the different cultures that we face throughout the world. It is the art of conducting relationships for gain without conflict. It is also the art and practice of conducting negotiations between representatives of groups or nations.

After completing this four-day masterclass, you will be equipped to meet the challenges and complexities of modern protocol management. We will teach you all the basics of international protocol and etiquette, and the management of high-level events. You will be inspired, gain insight and indispensable knowledge and skills. You will become proficient in preparing meetings with dignitaries and become an advisor for your organisation.

Who Should Attend?

- Personal Assistants
- Communication Experts
- Embassy Staff
- PR & International Relations Officers
- Staff of international and multi-lateral organisations
- Heads of protocol
- Event Planners and Managers
- Parliamentary staff
- Interpreters

Course Outline

Unit 1 – Diplomacy

- Short history of diplomacy
- What a diplomat is and what he/she does
- The diplomatic corps
- The functions of the Foreign Affairs Department
- Establishment of diplomatic/consular relations
- The diplomatic mission
- Responsibilities of the Head of Mission (HoM)

- Responsibilities of staff towards Head of Mission/Senior staff members
- Invitations to HoM
- Protocol duties while posted
- General suggestions to spouses

Unit 2 – Diplomatic and Consular Immunities and Privileges

- Basis for immunities and privileges
- Inviolability
- Mission's exemption from taxes
- Personal privileges and immunities

Unit 3 – Forms of Address

- Introductions
- Forms/modes of address
- Communicating in writing (letters, emails, smses)
- Notes verbal
- Aide memoires

Unit 4 – Dress (Attire)

- Formal evening/day wear
- Men
- Women

Unit 5 – Culture

- From ethnocentrism to ethno-relativism
- Cultural differences
- Low-context versus high-context cultures
- Culture shock and how to reverse it
- The art of crossing cultures
- The diplomatic family

Unit 6 – Media

- Press Conferences
- Crisis Communications
- Media Pools
- Various concepts in the world of media

Unit 7 – Protocol and Etiquette

- Functions of the Protocol Directorate
- Breaches of protocol
- Office and telephone etiquette
- Generally accepted conventions
- Calls within the mission
- Office calls
- Social calls
- Calling/business cards
- Leaving of cards
- Honours and decoration
- Tokens of respect
- Placement in cars

Unit 8 – Official Entertaining

- Compilation of guest list
- Invitations
- Replies
- Dress code
- Precedence

Unit 9 – Formal Dinners and Luncheons

- Type of function
- Suitable guests
- Table plans/setting
- Place cards
- Seating at table according to precedence
- Arrival of guests
- Gifts, flowers
- Protocol at dinners
- Toasts
- Smoking
- Leaving the table
- Expressions of appreciation

Unit 10 – Receptions and Cocktail parties

- Arrival and departure
- Receiving line
- Entertaining in restaurants
- Conversation
- Expression of appreciation
- Host and guests – do's and don'ts

Unit 11 – National Day Reception

- Cocktail Party
- Vin d'Honneur
- Receiving line

Unit 12 – Presentation of Credentials

- Preliminary procedures
- Presentation of credentials

Unit 13 – VIP Facilities at Airports

- Correct procedures

Unit 14 – Visits of Head of States

- State visits
- Working visits
- Overseas visits of the Head of State/Government
- State gifts

Unit 15 – National Symbols

- National flag
- National anthem
- National coat of arms

Unit 16 – Information lobbying and communication

- Influence and lobbying
- Relationship Management

Registration Form

PLEASE COMPLETE THIS FORM AND EMAIL BACK TO INFO@OSEASONSEVENTS.CO.ZA TO SUCCESSFULLY COMPLETE YOUR BOOKING

Company Name _____ Country _____

Tel Number: _____ Fax: _____

Signature: _____ Date: _____

(This booking is not valid without a signature)

DELEGATES DETAILS (PLEASE FILL IN USING BLOCK CAPITALS)

1st Delegate Details:

Title	Surname	First Name
Job Title	Email (required)	Telephone

2nd Delegate Details:

Title	Surname	First Name
Job Title	Email (required)	Telephone

3rd Delegate Details:

Title	Surname	First Name
Job Title	Email (required)	Telephone

AUTHORIZATION

Title	Surname	First Name
Job Title	Email (required)	Telephone

Signature: _____ Date: _____

(This booking is not valid without a signature)

TERMS AND CONDITIONS

1. Payment Terms: On the return of the registration form, full payment is required within 10 working days. Payment must be received prior to the conference date O-Seasons Events reserves the right to refuse entry into the conference should full payment not have been received prior to this date. Cancellation will be charged under the term set out below. **2. Cancellations, No shows & Substitutions:** Cancellations received in writing more than 21 days prior to the event being held carry a 50% cancellation fee. Should cancellations be received between 21 days and the date of the event, the full conference fee is payable and non-refundable. Non-payment or non-attendance does not constitute cancellation. No show will be charged the full registration fee. Cash alternatives will not be offered, however, substitutes at no extra charge are welcome. **3. Alterations to advertised package:** O-Seasons Events reserves the right to alter this programme without notice or penalty and in such situations no refunds or part-refunds or alternative offer will be made. Should O-Seasons Events permanently cancel an event, for any reason whatsoever, the Client shall be provided a credit of the equivalent amount paid towards the cancelled event. In the case of a postponed or cancelled event, O-Seasons Events will not be responsible for covering airfare, accommodation, or other travel cost incurred by Clients. **4. Copyright:** All intellectual property rights in the materials distributed by O-Seasons Events in connection with this event are expressly reserved and any unauthorized duplication, publication or distribution is prohibited.

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Branch Name: Rivonia
Account Number: 370463854
Type of acc: Business Cheque
Swift code: SBZAZAJJ

Conference Fees

Please select your options by ticking the boxes below

<input type="checkbox"/>	Conference and Workshop (4 days)	\$ 2,350
<input type="checkbox"/>	Airport Transfer (both ways)	\$ 100
<input type="checkbox"/>	Accommodation Per Night	\$ 110
<input type="checkbox"/>	Optional Tour	\$ 130

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