

PROTOCOLTODAY

PROTOCOL & SOFT DIPLOMACY CONSULTING

ACADEMY

MASTERCLASS

INTERNATIONAL BUSINESS PROTOCOL



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

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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 business etiquettes, 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 of work and business is changing rapidly, and many more changes are expected in the coming decades. Local companies are becoming more global and local executives are working to an increasing extent with foreign companies, international 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 the 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 profession

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STRUCTURE & DIDACTICS

Learn Today & Practice Today

The ProtocolToday masterclass programs are one-day programs concluded with an integrated (personalised) assessment. It is delivered at EQF 7 level (EU Qualifications Framework, master level) and is based on the five Dublin descriptors (EU criteria for Higher Education).

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.

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.



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PARTICIPATION FEE

The participation fee per masterclass (one-day program) is € 295 excl. VAT and other local taxes. The fee for all four masterclasses is €995 excl. The price includes course materials (digital) and lunch. Special rates are applicable for corporate clients with the intentions to train their staff.

CERTIFICATION

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 etiquettes 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 degree in Arts of 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 Dutch Council for International Business, Dean of International Business Development Academy and Professor in International Business and Strategic Management at UBIS University in Geneva.