



Protocol & Soft Diplomacy

The Netherlands

Become a mindful executive

With the skills to navigate & operate

Smoothly around the globe.



Masterclass
International Business Etiquette
(GMS-1)

Masterclass International Business Etiquette

Why ProtocolToday?

ProtocolToday, The Hague, The Netherlands, enables organisations, embassies, companies, and individuals to meet the needs and expectations at national and international stages in public and private sectors. Our training programs allow your staff to represent themselves and the organisation with excellence and distinction.

Our programs and services are designed to share tailored information and “bridge” gaps. Our clients are ambassadors, diplomats, embassy staff, consulates, honorary counsels, government officials, employees/managers of international organisations, entrepreneurs, directors, managers, public relations staff, protocol

officers, board members, consultants and other professionals in the global domain.

The value of our programs

ProtocolToday is a capacity development company connecting values, cultures, organisations, individuals, and societies worldwide. We are specialised in business etiquette, business protocol, diplomatic protocol, cultural intelligence, and soft power skills.

We train executives to use soft and hard power in profit, non-profit, public, and government worldwide. We enable them to feel comfortable dealing with people from different backgrounds worldwide through our training program.

Masterclass International Business Etiquette (GMS-1) (GMS- 7 Masterclasses)

Estimated time to complete: 8 Hours

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 global companies, colleagues, and stakeholders (business partners, clients, agents, employees, etc.).

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

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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 backgrounds;
- Knowledge about the application of protocol, handling and being aware of the sensitivities when seating corporate representatives and another guest, navigating a formal dinner or social networking events, taking writing communication, and managing different cultures.

Key Challenges:

- Build the right images and perceptions about your nations and its qualities;
- Facilitate the process for Twinned Cities with Dutch cities;
- Be instrumental in building business and cultural relations;
- Organize events that create impact and experience;
- Be the soft engine (first impressions) connecting your country's stakeholders from other countries.

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

Masterclasses Programs And Targeted participants

Masterclass Programs

- GMS-1 International Business Etiquette;
- GMS-2 Business Ethics & Professionalism;
- GMS-3 International Business Protocol;
- GMS-4 International Cultural Intelligence;
- GMS-5 Diplomatic Writing Skills;
- GMS-6 The Art of Gift Giving in Business;
- GMS-7 Dine like a Diplomat.

Target Participants

- **Government Representatives:** Ministry staff, Ambassadors, Diplomats, Honorary Consuls & Embassy Staff;
- **Business Professionals:** Entrepreneurs, Consultants, Business Development Professionals, Directors, Managers & Executives, Executives working in the private and public sector, Bank managers and executives;
- **Executives & Professionals:** National & Local Government's Officials, City Marketing &

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Investments Promotion Executives, International Organizations Staff;

- **Professionals** active in the Hospitality & Tourism Industry;

- **Protocol and communication officers:** VIP managers, PR consultants; Individuals interested in the international protocol;
- Meeting & special events professionals, Students of International Relations.

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 internationally 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 global network and international references.

Teaching/Learning

Teaching/learning takes place based on the Action Learning Model. This learning concept requires the active and interactive participation of the participants. In a logical sequence, several topics are discussed through integrating theory, cases, and assignments, enabling participants to develop a sound understanding of the underlying concepts and share experiences. Participants will develop their confidence and professionalism in international protocol and soft diplomacy skills.

Assessment

- Demonstrate understanding of the content of masterclasses;
- Demonstrate facilitation skills through capstone assessment;
- Deliver training program and write self-evaluation report for review, assessment & feedback.

Certification

Successful participants will receive a Certificate from ProtocolToday Academy.

Participation

The Masterclass programmes can be delivered online or in-class in any city worldwide.

It includes

- Total program;
- Action learning method;
- Digital reading material;
- Personalised evaluation;
- Certificate. EQF 7 levels of ProtocolToday Academy.

General Program Content.

GMS-2

International Business Etiquette

Relations in business and social domains are more accessible if the concerned individuals are perceived as trustworthy, respectable, and have proper business etiquette.

To achieve a professional image, executives need to understand different personalities, nationalities, cultures, and the associated etiquette and manners.

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

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

Key topics include:

Importance of business etiquette and the three most important components;

The professional image you want to transmit;

Dress appropriately, personal style and its influence on your communication;

High-level officials events business & diplomacy, formal and semi-formal dress;

International dress-code;

Introducing clients, colleagues and VIPs' in a business context;

International forms of greetings;

The power of a personal presentation (elevator pitch);

The power of Verbal – not verbal communication;

Online Etiquette;

Verbal & Not verbal communication during business meetings;

The power of handling networking events & receptions with influence.



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About ProtocolToday

ProtocolToday® in The Hague, The Netherlands, is an expert in international protocol, diplomacy, soft skills, business etiquette, and global cultural intelligence. We offer customised, solution-based training programs in the public and private sectors.

We capitalise on our global network and large experience in doing business and dealing with people from around the world. We train executives to use soft and hard power in profit, non-profit, public, and government sectors across the globe. Our training programs enable executives to feel comfortable dealing with people from different backgrounds in multiple settings.



Directors

Adriana Flores MA
Managing Director

Adriana is the founder of ProtocolToday. She is an experienced consultant in Protocol and Soft diplomacy. She has worked with distinguished people and companies in the Netherlands and abroad. She holds a Master of Arts degree in Protocol & Soft Diplomacy Skills and a Postgraduate degree in Protocol and Ceremonial Belgium.

Adriana has worked for ambassadors in the Netherlands and at the VIP-Centrum at Schiphol Airport Amsterdam. She welcomed various national and international delegations, including royal families, diplomatic corps, celebrities, political and religious leaders.

Dr. Dewanand Mahadew
Program Director

Dewanand is 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.

He has master's degrees in process engineering, industrial management, marketing, business management and a DBA degree in strategic management.

He speaks at different conferences worldwide and is a visiting professor at other universities. His specialisations include concept development, business models engineering, innovation strategies, entrepreneurship, value propositions and strategic alliances.

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