



Protocol & Soft Diplomacy

The Netherlands

# The Art of Smart Relationship Management

Concept Model and Value Proposition

*Become a mindful executive with the skills to navigate*

*& operate smoothly around the globe.*

The Masterclasses programs are delivered online or in-class in any

The city around the world

The Hague, The Netherlands | [www.protocoltoday.nl](http://www.protocoltoday.nl)

## The Art of Smart Relationship Management

### 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.

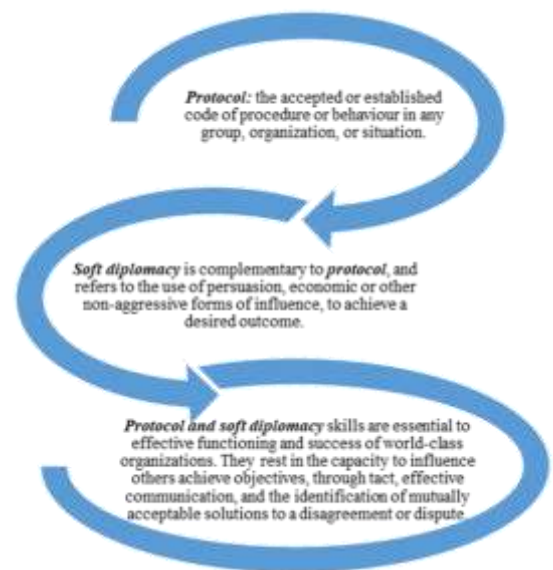
### Protocol & Soft Diplomacy

The advancements in modern communication, such as emails and social media, have made *protocol and soft diplomacy* even more relevant. These skills are essential in creating differentiation, appeal, and profoundly impacting stakeholders. For these differentiations, it is crucial to train the staff through customised programs and enhance their cultural sensory and soft diplomacy skills.

*Soft diplomacy* moves through a continuum - from a strategy of coercion to non-confrontational action. It relies on consultation, mediation, negotiation, and acknowledging the critical role of values, culture, and ethics in interpersonal relations.

Therefore, our protocol and soft diplomacy skills training is geared at helping professionals develop effective cross-cultural communication, tactful social interactions, keen observation, and effective public relations.

Our programs include awareness about the sociology and anthropology of people of different regional and cultural groupings to ensure understanding of empathy, cultural sensitivity, ultimately and the creation of delightful interactions.



## The Art of Smart Relationship Management

### Our services and Value Proposition

*ProtocolToday* is a capacity development company that specialises in connecting values culture through soft power and protocol based on an understanding of the use of soft and hard power in the public and private sectors around the world, taking care of the image to work naturally.

#### We consult on:

- **Tailored program to train Honorary Consuls** to represent your country in business and diplomatic settings;
- **Organization and Management** of events and projects involving multiple nations.
  - Organization and Management of business events, including inbound and outbound trade missions, fact-finding missions, conferences, seminars, etc.
  - Organization and Management of events involving ministers, diplomats, political and religious leaders, government officials and others.

- Setting up and managing Twinned Cities programs, connecting your local cities with Dutch cities.
- Events and projects involving multiple nations;
- **Consultation and support** in providing information and guidance to improve the performance, reliability and image of your organisation/embassy and or consulate naturally and professionally, including dealing with diaspora;
- **Taking care of diplomatic and business delegations**

Design and development of visit programs

- Logistics and other arrangements, including appointments, visa support, etc.
  - Assistance at Schiphol airport
  - Coordination of business lunch and business dinners
  - **Masterclasses**
- Other services based on your specifications and request**

### Challenges and Masterclass

Key Challenges	Training Programs
<ul style="list-style-type: none"><li>• Build the right images and perceptions about your nations and its qualities;</li><li>• Facilitate the process for Twinned Cities with Dutch cities;</li><li>• Be instrumental in building business and cultural relations;</li><li>• Organize events that create impact and experience;</li><li>• Be the soft engine (first impressions) connecting stakeholders from your country with Dutch stakeholders.</li></ul>	<ul style="list-style-type: none"><li>• Training of secretaries/counsellors in dealing with the Dutch government and business sectors;</li><li>• Training of staff in setting up impactful events;</li><li>• Training and services to entrepreneurs &amp; organisations from your country in doing business with Dutch companies/organisations and international, including dealing with Dutch funds &amp; support;</li></ul>

## The Art of Smart Relationship Management

### Masterclasses

**GMS-1 International Business Etiquette:** How to dress appropriately, personal style and its influence on your communication and introducing people in a business context;

**GMS-2 Business Ethics & Professionalism:** Dealing with etiquettes dilemmas, personal issues, and difficult people, effective communication and communication with influence.

**GMS-3 International Business Protocol:** Seating protocol during meetings, the importance of ranks & status, impactful impressions, gift-giving etiquette & protocol.

**GMS-4 International Cultural Intelligence:** Cultural & emotional intelligence, understanding cultures,

differences in thinking, problems solving & decision making, conflict/negotiation style.

**GMS-5 Diplomatic Writing Skills:** Critical thinking, resolutions, (written) communication & objections, writing of memoranda of understanding (MOUs), and treaties.

**GMS-6 Gift-Giving in Business & Diplomacy:** Gift giving is the art of the Smart way of building relations; The art of giving in business, etiquette and protocol for gifting, corporative gifts, does & doesn't

**GMS-7 Dine like a Diplomat:** Host duties, guest receiving protocol, dining table protocol, etiquette during dining & lunch, handling the silverware.

### Targeted 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 & 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, Human relation profession;
- **Students** of International Relations

## The Art of Smart Relationship Management

### 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 extensive 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.

## The Art of Smart Relationship Management

### 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.

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 various universities. His specialisations include concept development, business models engineering, innovation strategies, entrepreneurship, value propositions and strategic alliances.

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