BLACKBIRD FOR TRAINING

Mastering Business Etiquette & Protocol

16 – 20 August 2027
Amsterdam (Netherlands)

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Introduction

Did you know that approximately 85% of career success depends on "soft skills," while only 15% depends on technical knowledge? In today's fast-paced business world, the importance of business etiquette & protocol cannot be overstated. Whether you're interacting in the boardroom, online, or abroad, effective business etiquette will have the greatest impact on successfully building relationships. First impressions, making a lasting impact, and achieving your professional goals are just a few benefits of mastering business etiquette.

In the Mastering Business Etiquette and Protocol course, participants will gain practical knowledge and advanced skills to enhance key interactions with colleagues, clients, and business partners. This course explores the concept of business etiquette, offering insights into the etiquette practices appropriate for various professional, social, and multicultural settings.

Participants will learn the essentials of professional conduct in meetings, formal dinners, online communications, and the challenges of multicultural business interactions. They will gain the tools needed to excel in business etiquette, professional protocol, and international etiquette, ultimately improving their professional presence and impact.

Course Objectives

- Enhance Social, Business, and International Exposure: Develop advanced skills in business etiquette to improve interactions with colleagues and clients in both local and global settings.
- Master Principles of International Business Protocol: Learn the essential components of professional etiquette for international and cross-cultural business situations.
- Understand Social and Business Situations: Gain the skills to navigate formal dinners, networking events, webinars, social media interactions, and more.
- Effective Communication: Establish effective communication with guests, colleagues, and clients from various cultures and professional levels.
- Demonstrate Professional Conduct: Follow appropriate personal and professional conduct, adhering to both social and business etiquette rules.
- Apply Cultural Variations in Etiquette: Implement variations in protocol and etiquette from different cultures, regions, and nations.
- Plan VIP Visits and Formal Occasions: Learn to host VIPs and manage formal business events with confidence and professionalism.
- Master Communication Etiquette: Gain new skills for communicating professionally through telephone, email, online platforms, and face-to-face interactions.

Course Outlines

Day 1: Introduction to Social Etiquette, Everyday Manners, and Business Protocol

- What is Business Etiquette & Why Does It Matter?: Understand the core principles and importance of business etiquette and professional protocol.
- Etiquette Knowledge Self-Assessment: Evaluate your current understanding of business etiquette rules.
- Social Behavior and Expected Patterns: Learn about the conventions and expected behaviors in various social and business scenarios.
- Business Meeting Etiquette: Discover best practices for attending meetings and events.
- Office Etiquette and Work Protocols: Learn the ten principles of office etiquette and business etiquette activities that ensure professionalism.

Day 2: Formal Events and Professional Conduct

- Behaviors for Formal Occasions: Explore the etiquette rules for formal dinners and high-profile business events.
- VIP Hosting and Event Etiquette: Understand the professional conduct required when dealing with VIPs, clients, and other distinguished guests.
- Networking Etiquette: Learn how to network effectively at business events and conferences while following proper business protocol.
- Business Meals Etiquette: Understand the basics and advanced rules of dining etiquette for business occasions.

Day 3: International Etiquette - Northern Cultures

- North American Etiquette: Learn the nuances of working professionally with North American clients and colleagues.
- European Business Etiquette: Understand the key etiquette practices when interacting with European counterparts, including the British and Scandinavian cultures.
- Russian Business Practices: Discover how to navigate business interactions with colleagues and suppliers from Russia and former Soviet states.

Day 4: International Etiquette - Southern and Eastern Cultures

- Indian Business Etiquette: Learn how to engage with Indian clients and colleagues with respect for their cultural and legal norms.
- Chinese Business Etiquette: Understand the etiquette and protocol required when working with clients from China.
- African and South American Etiquette: Discover the cultural and social mannerisms important for working with clients in Africa and South America.
- Asian Business Etiquette: Learn how to navigate interactions in Japan, Korea, and other Asian countries.

Day 5: Communication Etiquette and Work Ethics

- Reception and Service Etiquette: Learn the appropriate ways to greet, shake hands, and make introductions, especially in a business context.
- Dealing with Difficult Situations: Understand how to handle challenging people and scenarios with professionalism and tact.
- Telephone and Email Etiquette: Discover the business email etiquette tips for clear, polite, and effective communication.
- Customer and Supplier Communication: Learn how to handle communication with customers and suppliers, ensuring proper professional etiquette is maintained at all times.
- Ethics in the Workplace: Understand the role of ethics in professional etiquette and its importance for building trust and credibility.

Why Attend this Course: Wins & Losses!

- Increased Professionalism: Mastering business etiquette ensures you present yourself professionally in any business setting, whether it's a formal dinner or a virtual meeting.
- Stronger Business Relationships: Enhance your ability to establish and maintain relationships with clients, colleagues, and partners across cultures and industries.
- Cultural Sensitivity: Gain an in-depth understanding of how business etiquette and professional protocol vary globally, allowing you to interact more effectively with international clients.
- Enhanced Communication: Learn how to navigate various communication channels, including business email etiquette and face-to-face interactions, ensuring clarity and professionalism.
- Career Growth: Being knowledgeable about business etiquette increases your visibility and positions you as a professional who understands both local and international business practices.

Conclusion

The Mastering Business Etiquette and Protocol course is an invaluable investment in your career. By mastering the principles of business etiquette and professional protocol, you will be better equipped to handle any business scenario with confidence, tact, and professionalism. This course will not only enhance your interpersonal skills but also give you the tools to thrive in a multicultural, global business environment.

Sign up today to elevate your professional presence and communication skills, and unlock new opportunities for career advancement and business success.