BLACKBIRD FOR TRAINING

International Protocol & Diplomacy Certification Comprehensive Course

Berlin (Germany)

6 - 17 October 2025

International Protocol & Diplomacy Certification Comprehensive Course

Code: PR28 From: 6 - 17 October 2025 City: Berlin (Germany) Fees: 7100 Pound

Introduction

This International Protocol Etiquette and Diplomacy Certificate Training Course will give all participants the skills, knowledge and understanding of International Protocol and Diplomacy. Diplomacy, etiquette, and protocol is a vital part of working with agencies, governments, embassies and building relationships doing business around the World.

Course Objectives

- To provide knowledge and understanding of protocol and diplomacy.
- Know the role within different organisations and governments.
- To provide an understanding of the need for protocol, etiquette, manners, and diplomacy.
- How to use it effectively to support their organisation and managers?
- Ideas that will prepare participants for the development of their capabilities and skills.

Course Outlines

Day 1: Foundations of Protocol

- Key principles and introduction.
- The history of protocol.
- Example of protocol traditions and modern-day applications.
- Variations between countries and institutions.

Day 2: Navigating Diverse Protocol Practices

- How religious, multi-faith and cultural can have an effect on protocol practices?
- Multicultural dining protocols French, English, Asian & Middle Eastern.
- Some simple but important rules of negotiation across cultures.
- International standards of protocol, etiquette, and diplomacy.

Day 3: Managing High-Profile Events and Protocol

- Planning VIP events, receptions, and ceremonies.
- Procedures for organising visits, meetings, and conferences.
- Seating strategies, security, and protection.
- Diplomatic gift-giving and receiving.

Day 4: Specialized Events and Cultural Diplomacy

- Royal Tea ceremony and other specialized events.
- Diplomacy and soft power .

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- Cultural diplomacy history and the concept of soft power.

Day 5: Evolving Practices in Cultural Diplomacy

- Influences of technological and societal changes on cultural diplomacy practices.
- Techniques for organizing international VIP meetings, including meals and dinners.
- Cross-cultural communications; verbal and non-verbal.

Day 6: Mastering Diplomatic Communication

- Diplomatic conversation skills.
- Traditional and contemporary best practices.
- Protocol traditions and modern-day applications.

Day 7: Etiquette and Protocol in International and Political Contexts

- International and political etiquette.
- Flag etiquette, anthems, and other important elements.
- Royal protocol within a monarchy versus a republic.

Day 8: Cultural Diplomacy and Media Engagement

- Cultural diplomacy through etiquette and the media.
- Media diplomacy and presentation to an international audience.
- Formal and informal dress codes and professional image.

Day 9: Advanced Diplomatic Practices

- Personal diplomacy and the art of leadership.
- Negotiating across cultures.
- International orders of precedence.

Day 10: Mastering Public Speaking and Professional Presence

- Public speaking and speech giving.
- Public speaking and programme presentation skills.
- Professional, diplomatic, and ceremonial images of the project.
- Communication and networking personal charisma, written and verbal practices.

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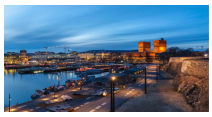
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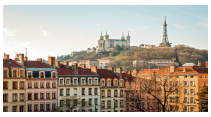
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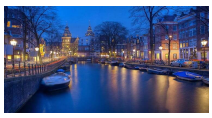
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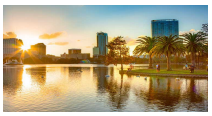
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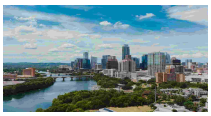
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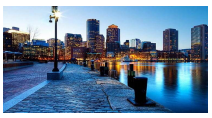
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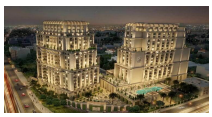
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