

International Protocol & Diplomacy Certification  
Comprehensive Course

*Lisbon (Portugal)*

*30 June - 11 July 2025*

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# International Protocol & Diplomacy Certification Comprehensive Course

Code: PR28 From: 30 June - 11 July 2025 City: Lisbon (Portugal) Fees: 7400 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" .

The logo for UK Training Partner features the text 'UK Training' in a black sans-serif font above the word 'PARTNER' in a larger, bold, black sans-serif font. The text is positioned over a background of a chessboard with several chess pieces (a king, a queen, and a pawn) and a series of concentric white circles radiating from the center.

- 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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