BLACKBIRD FOR TRAINING

Advanced Course in International Protocol & Diplomacy Certification

7 – 18 December 2026
Cape Town (South Africa)



Advanced Course in International Protocol & Diplomacy Certification

Ref: 321659_142904 **Date:** 7 – 18 December 2026 **Location:** Cape Town (South Africa) **Fees:** 7600 GBP

Introduction

This International Protocol Etiquette and Diplomacy Certificate Training Course equips participants with the skills, knowledge, and understanding of international protocol and diplomacy. Diplomacy, etiquette, and protocol play a crucial role when working with agencies, governments, embassies, and building relationships in international business. This course will delve deep into the intricacies of international relations, protocol development, and diplomacy skills to ensure participants are well-prepared to handle diverse cultural and diplomatic environments effectively.

Participants will gain valuable insights into international protocol training, focusing on the proper conduct in various international settings and how to navigate the world of diplomacy with ease and confidence. Through this course, you will understand how to apply these skills to manage events, engage with international stakeholders, and build strategic global connections.

Course Objectives

By the end of this course, participants will:

- Gain a comprehensive understanding of protocol and diplomacy in international relations.
- Learn about their role within different organizations and governments and how international protocol impacts their work.
- Understand the importance of etiquette, manners, and diplomacy in international settings.
- Learn how to use diplomacy strategies and protocol effectively to support their organization and managers.
- Acquire actionable ideas that will enhance their capabilities and skills in handling cross-cultural relationships.

Course Outlines

Day 1: Foundations of Protocol

- Key principles and introduction to international protocol.
- The history and evolution of protocol and diplomacy.
- Traditional and modern-day applications of protocol.
- Understanding the variations in protocol practices across countries and institutions.



Day 2: Navigating Diverse Protocol Practices

- The impact of religion, multi-faith environments, and culture on protocol practices.
- Multicultural dining protocols French, English, Asian, and Middle Eastern styles.
- Simple but important negotiation rules across cultures.
- International standards of protocol, etiquette, and diplomacy.

Day 3: Managing High-Profile Events and Protocol

- Planning VIP events, receptions, and ceremonies.
- Organizing visits, meetings, and conferences according to international protocol.
- Seating arrangements, security protocols, and protection at high-profile events.
- The art of diplomatic gift-giving and receiving.

Day 4: Specialized Events and Cultural Diplomacy

- The Royal Tea Ceremony and other specialized events.
- The concept of soft power in diplomacy and its impact on international relations.
- The history of cultural diplomacy and its significance in modern-day relations.

Day 5: Evolving Practices in Cultural Diplomacy

- How technological and societal changes influence cultural diplomacy practices.
- Techniques for organizing international VIP meetings, including meals and dinners.
- Cross-cultural communication: verbal and non-verbal aspects.

Day 6: Mastering Diplomatic Communication

- Diplomatic conversation skills.
- Traditional and contemporary best practices in diplomacy.
- How to adapt protocol traditions to modern diplomatic environments.

Day 7: Etiquette and Protocol in International and Political Contexts

- International and political etiquette: the do’s and don’ts.
- Flag etiquette, anthems, and other essential diplomatic elements.
- Understanding royal protocol in monarchies versus republics.

Day 8: Cultural Diplomacy and Media Engagement

- Cultural diplomacy through media and public relations.
- Media diplomacy: presenting to an international audience.
- Understanding formal and informal dress codes and the importance of maintaining a professional image.



Day 9: Advanced Diplomatic Practices

- Personal diplomacy and the art of leadership.
- Negotiating across cultures: strategies for effective diplomacy.
- Understanding international orders of precedence in diplomatic contexts.

Day 10: Mastering Public Speaking and Professional Presence

- Public speaking and delivering speeches at diplomatic events.
- Presentation skills for international forums and conferences.
- Professional and diplomatic image: how to enhance your presence in international settings.
- Networking and communication: personal charisma, written and verbal practices.

Why Attend This Course: Wins & Losses!

- Gain in-depth knowledge of international protocol and diplomacy.
- Learn how to apply diplomatic strategies in complex international scenarios.
- Understand cultural differences and their impact on protocol and negotiations.
- Master the skills necessary to organize and manage high-profile international events.
- Enhance your career by acquiring a prestigious international relations certificate.
- Stand out as a highly skilled professional in international diplomacy and protocol management.

Conclusion

This International Protocol and Diplomacy Certificate Training is a unique opportunity to equip yourself with the necessary skills and insights to navigate the world of international diplomacy effectively. Whether you are dealing with high-profile events, cross-cultural communication, or diplomatic negotiations, this course will prepare you for success in any international context.

By mastering international protocol, diplomatic communication, and cross-cultural strategies, you will elevate your ability to engage confidently and professionally with international stakeholders, enhancing both your personal and professional reputation in the global arena.

