

Mastering Business Etiquette & Protocol

Amsterdam (Netherlands)

18 - 22 August 2025

UK Training

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Mastering Business Etiquette & Protocol

Code: PR28 From: 18 - 22 August 2025 City: Amsterdam (Netherlands) Fees: 4200 Pound

Introduction

Did you know that approximately 85% of career success depends on "soft skills" while only 15% depends on technical knowledge? Whether you interact in the boardroom, online, or abroad, effective interpersonal skills will have the greatest impact in successfully building relationships.

First impressions, making an impact, and achieving your goals are just three benefits of this dynamic course. During the Mastering Business Etiquette and Protocol course, participants will gain practical knowledge and advanced skills to help them prepare for key interactions with colleagues.

This course develops the concept of business etiquette and etiquette practices appropriate for various work, business, and social scenarios. Participants will learn about meeting and entertainment etiquette requirements and business interaction scenarios via telephone and the Internet. In addition, the course addresses the challenges of etiquette when doing business in a multicultural situation or meeting.

Course Objectives

- Gain advanced skills for gaining social, business, and international exposure.
- Learn principles of international business protocol and professional etiquette.
- Understand how to behave correctly in both business and social situations including formal dinners, networking and online webinars, and social media..
- Learn how to establish effective communication with different types of guests, from different counties and levels of management.
- Demonstrate appropriate personal and professional conduct and follow both social and business rules.
- Understand how to apply proper communication and professional etiquette at all levels and at all times.
- Implement different variations in protocol and professional etiquette from different cultures, nations, and regions.
- Plan VIP visits and formal occasions while executing the role of the ideal host.
- Learn International and Local variations in Business Etiquette & Protocol.
- Apply the foundations of meetings and concerts' official reception protocol.
- Learn new communication and multicultural skills " by telephone, online, email and face-to-face.

Course Outlines

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

- What is etiquette and why does it matter?
- Etiquette knowledge self-assessment.
- Understanding etiquette: conventions in social behavior and expected behavior patterns.
- Everyday manners, courtesy common mistakes, and rude behaviour.

The logo for UK Training Partner features the text 'UK Training' in a small, black sans-serif font above the word 'PARTNER' in a large, 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 circular ripple effect.

- Best practice behaviors for attending business meetings.
- Ten principles of office etiquette and work protocols.
- Guidelines for planning and chairing a meeting, event, or seminar
 - Before the meeting.
 - On the day of the meeting.
 - Chairing the meeting.
 - Following up on points and actions.
 - Internet usage in the workplace and Netiquette.

Day 2: Formal Events and Professional Conduct

- Behaviours, rules, and etiquette for formal occasions and encounters.
- Formal dinners and events: Etiquette, rules and protocol.
- Dealing with VIPs, and visitors and hosting business events.
- Professional networking; how to work a room and social etiquette in business conferences, external meetings, and events.
- Business meals basic and advanced table etiquette;
 - Basics of Table Etiquette.
 - Holding & Resting Utensils.
 - Business Dining Etiquette.
 - Multi-cultural Highlights.
 - Specific Food Etiquette Guidelines.

Day 3: International Etiquette - Northern Cultures

- Test your international etiquette skills - Part 1.
- Understanding and working professionally with North Americans.
- The cultural differences and etiquette of dealing with Europeans.
- Working with British colleagues, contacts, and suppliers.
- Cultural differences of Scandinavia, including Sweden and Denmark.
- The Russian way, how to work with colleagues from the Soviet Union and near neighbors.

Day 4: International Etiquette - Southern and Eastern Cultures

- Test your international etiquette skills - Part 2.
- Understanding and working professionally with India.
- The cultural and legal differences and etiquette of dealing with China.
- Working with African colleagues, contacts, and suppliers.
- Cultural differences between Japan and other Asian countries, including Korea and the Philippines.
- Brazil and South American cultures and social mannerisms.

Day 5: Communication Etiquette and Work Ethics

- Guidelines for receptionists, security, and service staff.
- Making introductions, greeting people, shaking hands, and other protocols.
- Dealing with difficult people and situations and how to say no nicely.
- Telephone communication best practices and etiquette.
- Politeness in written communication and email etiquette.
- How to handle customer service and supplier communication etiquette and common protocols.

A graphic of a chessboard with several chess pieces (a king, a queen, a rook, and a pawn) on it, set against a background of concentric circles.

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- Understanding the role of ethics in the workplace.
- The challenge of diversity, inclusion and equality.
- Action planning.

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