

# International Protocol & Diplomacy Certification

Media & Public Relations  
Baku (Azerbaijan)  
13 - 24 Jan 2025

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## International Protocol & Diplomacy Certification

**Ref:** 321659\_143174 **Date:** 13 - 24 Jan 2025 **Location:** Baku (Azerbaijan) **Fees:** 7400 **Euro**

### 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 of International Protocol and Diplomacy Certification

- 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

### International Protocol and Diplomacy Certification Course Outlines

#### Day 1

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

#### Day 2

- 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

A graphic of a chessboard with several chess pieces (a king, a pawn, and a knight) on it, set against a background of concentric circles. The text 'UK Training PARTNER' is overlaid on the right side of the board.

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### Day 3

- 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

- Royal Tea ceremony and other specialised events
- Diplomacy and 'soft power'
- Cultural diplomacy history and the concept of 'soft power'

### Day 5

- 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

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

### Day 7

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

### Day 8

- 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

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

### Day 10

- Public speaking and speech giving
- Public speaking and programme presentation skills
- Professional, diplomatic, and ceremonial images to project

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- Communication and networking personal charisma, written and verbal practices

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