

Mastering Business Etiquette & Protocol: 5-Day Intensive

Media & Public Relations
Lisbon (Portugal)
14 - 18 Jul 2025

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Mastering Business Etiquette & Protocol: 5-Day Intensive

Ref: 321837_148164 **Date:** 14 - 18 Jul 2025 **Location:** Lisbon (Portugal) **Fees:** 4400 **Euro**

Course Description

This comprehensive 5-day course equips professionals with essential business etiquette and protocol skills for success in today's global business environment. Participants will learn to navigate diverse cultural norms, communicate effectively across various mediums, and project a polished professional image. The course covers everything from first impressions and networking to dining etiquette and international business protocols.

Learning Objectives

- Develop a strong understanding of global business etiquette principles
- Master professional communication skills across various mediums
- Learn to navigate cultural differences in international business settings
- Enhance personal and corporate image through proper etiquette and protocol
- Gain confidence in handling various business and social situations

Course Modules

Day 1: Foundations of Business Etiquette

- Introduction to business etiquette and its importance
- First impressions and personal branding
- Professional appearance and dress codes
- Networking skills and relationship building

Day 2: Communication Etiquette

- Verbal and non-verbal communication
- Email and digital communication etiquette
- Phone and video conference etiquette
- Business writing and correspondence

Day 3: Social and Dining Etiquette

- Business meal etiquette
- Host and guest responsibilities
- Table manners and dining customs
- Etiquette for social business events

A graphic of a chessboard with several chess pieces. A large gold king piece is prominent in the foreground, with a silver pawn and a gold pawn nearby. The board has a checkered pattern, and there are concentric circles in the background.

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Day 4: Cross-Cultural Business Etiquette

- Understanding cultural differences in business
- Etiquette for international meetings and negotiations
- Gift-giving customs across cultures
- Adapting to different business practices globally

Day 5: Advanced Protocol and Etiquette Scenarios

- Corporate event planning and management
- VIP and executive-level protocol
- Crisis management and etiquette
- Applying etiquette in challenging business situations

Practical Wins for Participants

- Increased confidence in handling diverse business situations
- Enhanced ability to build and maintain professional relationships
- Improved cross-cultural communication skills
- Polished personal and corporate image projection

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