Mastering Business Etiquette & Protocol: 1-Week Intensive

9 – 13 August 2027
Accra (Ghana)



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Ref: 321837_148181 **Date:** 9 – 13 August 2027 **Location:** Accra (Ghana) **Fees:** 4200 GBP

Why This Course

In today's interconnected global business environment, professional image, effective communication, and cultural awareness are critical to success. This intensive 1-week course equips professionals with the skills to navigate diverse business situations with confidence, project a polished image, and adhere to international etiquette standards. Participants will learn to create strong first impressions, communicate effectively, and handle complex social and corporate scenarios with professionalism.

What You'll Learn and Practice

By participating in this course, you will:

- Master essential principles of global business etiquette and professional protocol.
- Develop strong verbal, non-verbal, and digital communication skills.
- Navigate cultural differences in international business contexts.
- Enhance personal and corporate image through polished etiquette practices.
- Gain confidence in managing business interactions, social events, and challenging situations.

The Program Flow

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

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

Individual Impact

- Build confidence in diverse professional and social situations.
- Improve cross-cultural communication and relationship-building skills.
- Project a polished, professional image in any business environment.
- Strengthen personal credibility and influence within the organization.

Work Impact

- Enhance corporate reputation through consistent etiquette and protocol practices.
- Facilitate smoother international collaborations and negotiations.
- Improve team interactions, networking, and client relations.
- Reduce misunderstandings in cross-cultural business settings.

Training Methodology

This course blends theory with practical application:

- Interactive workshops and role-playing exercises.
- Hands-on practice in communication, networking, and dining scenarios.
- Case studies illustrating international business etiquette challenges.
- Peer feedback and coaching for real-world application.



Beyond the Course

Upon completion, participants will be ready to:

- Confidently navigate professional interactions in multicultural environments.
- Apply etiquette principles to meetings, events, and corporate settings.
- Enhance both personal and organizational image on a global scale.
- Lead by example in professional conduct and protocol adherence.

