

# Mastering Business Etiquette & Protocol: 5-Day Intensive

16 – 20 August 2027  
Geneva (Switzerland)

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## Mastering Business Etiquette & Protocol: 5-Day Intensive

**Ref:** 321837\_172849 **Date:** 16 – 20 August 2027 **Location:** Geneva (Switzerland) **Fees:** 5200 GBP

### Why This Course

In today's interconnected global business environment, professional image, effective communication, and cultural awareness are critical to success. This intensive 5-day 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

A graphic of a chessboard with several pawns. In the foreground, a large gold king piece stands prominently. Behind it, several silver and gold pawns are positioned on the board. The background features concentric circles, suggesting a signal or focus.

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### **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.

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A decorative graphic at the bottom right of the page shows a chessboard with several chess pieces. A large gold king piece is prominent in the foreground, with a silver pawn and a gold pawn behind it. The background features concentric circles and a checkered pattern.

## 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.

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