

# INTERNATIONAL RELATIONS, DIPLOMACY & PROTOCOL



INCLUDING BUSINESS ETIQUETTE WORKSHOP

# Programme Overview

As international, multinational, transnational, multi domestic, and global trade / business continues to expand and bring people closer, the most important element of successful political, trade and business dialogue outcomes may be the understanding, appreciation and respect for international, regional, country and cultural differences

This 4-day course shows the connection between how nations relate and the art of Diplomacy and Protocol. International Etiquette & Protocol will equip delegates with a wealth of information and resources that they can immediately apply during global political and business exchange.

## WHO SHOULD ATTEND

- Protocol officers
- Administrators and Executive Assistants
- National government officials / civil servants
- International organisations Executives and support staff
- Diplomats / Expatriates,
- Politicians
- Corporate / business executives
- Embassy staff
- PR consultants
- Meeting and special events professional/consultants,
- Regional organizations staff, NGO staff
- Executive/legal administrative professionals
- Human relations professionals
- International Coordinators
- International Sales, Advertising and Marketing Professionals
- International Business Travellers
- Persons who work with Diplomats or Dignitaries
- Employees who work with colleagues or clients from other cultures
- Global entrepreneurs
- Interpreters

## Objectives

By the end of the workshop, you will be able to:

- Understand the International System of governance
- Appreciate Geopolitics and how nations relate
- Explain the foundations of Protocol and International Diplomacy
- Know and be able to draft the appropriate Diplomatic Correspondence for different scenarios
- Understand the role of multi-lateral organisations
- Master the Order of Precedence especially when hosting dignitaries
- Be aware of the unwritten codes of business and unwritten rules of conduct



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# DAY ONE

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## 08:30 REGISTRATION AND MORNING COFFEE

Technology has put the global community in the palm of the hand. Yet questions also arise; what governs the international system? where do we fit in the International System of Nations? Why do we have uncontrolled migration and What shapes our foreign policy as a nation?

In this session; The case will be made, why we should care about what happens in another part of the world, why being informed and making a critical assessment of issues matters especially in the realm of International Diplomacy, the art of negotiations and maintaining relations.

## The International System

- Contemporary history of the world
- Geopolitics and how nations relate
- Multilateral and Intergovernmental Organisations
- Political ideologies and theories

## International Law

- States, Independence and Equality
- The United Nations and sub organisations
- Treaties, Alliances and Negotiations
- International Jurisdiction

## International Diplomacy

- The art of building and maintaining interstate relationships
- The Effectiveness of Regional Institutions
- Soft Power

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# DAY TWO & THREE

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## Arms of International Relations

Protocol and diplomacy is no longer relegated to the international diplomatic community alone, global awareness profile is now of utmost importance to succeed in the International Arena.

## War and Peace

- Conflicts of Ideas and Interest
- Policy Perspectives
- The Question of Sovereignty
- The UN Security Council

## Global Migration

- Culture and Identity
- illegal migration

## Economic Development

- International Trade
- Sanctions and Embargoes
- Globalisation and Finance

## The Environment

- Climate Change
- Economic considerations
- Environmental policy

## Principles of business etiquette and protocol

- Definitions and concepts
- Guiding principle
- Importance of etiquette in business
- Importance of protocol in business
- The importance of manners
- Creating the right corporate image
- Six basic principles

## Business to Business Protocol

- Respect Hierarchies
- Being Loyal to your Company
- Handling Complaints with Confidence
- The Negotiation Minefield: Look for “win; win”
- Acting Honourably in the Heat of the Moment

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# DAY FOUR

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## **Diplomatic Protocol and Etiquette**

In this rapidly expanding global community and economy that encompasses the prescriptive elements of culture, Business etiquette has increasingly become an integral part of regional and international business culture, hence the need for Business Etiquette and protocol Intelligence has never been greater. This session equips executives on all levels to separate themselves from high level board failure and to distinguish themselves from competition.

### **Personal and professional conduct**

- Universal expectations for behavior
- Etiquette for formal occasions
- Handling difficult personalities
- Four choices for dealing with various behaviors
- International business etiquette
- Customs and cultures
- Best practices

### **Planning and hosting VIP occasions**

- Knowing your audience
- Preparation for official visits
- Hosting International Visits
- VIP Protection
- Protocol at events and summits
- Key qualities of the ideal host
- Precedence and Seating Protocol Seating strategies
- Risk and contingency planning
- Mistakes to avoid

### **Variations in protocol and etiquette**

- Administrative protocol
- Hanging of Official Photographs
- Flags, anthems and logos
- Awkward situations and solutions
- Panoramic view of variations

### **Proper communication etiquette / Diplomatic Correspondence**

- Phone etiquette / Email etiquette
- Letter of Credence / Letter of Recall / Letters of Congratulations
- Meeting etiquette
- Titles and forms of address
- Exchanging gifts
- Invitations and Reminders
- Memorandum
- Note Verbale / Note Collective
- Aide-Memoire / Démarche

*End of Training*

## About Shared IQ

Shared IQ offers high quality public training courses and in-house programmes designed to transform workplace standards. We employ a bottom-up approach by seeking to upskill and empower support staff and those new to management. Our flagship course is the Advanced Programme for Executive Assistants, Administrative Professionals and New Managers.

### Our Course portfolio

Enquire about a  
customized course  
for your  
organization



[info@sharediq.org](mailto:info@sharediq.org)

International  
Relations,  
Diplomacy and  
Protocol

Advanced Programme for  
Executive Assistants,  
Administrative Professionals  
and New Managers

(Most Requested Course)

Finance for  
non-finance  
managers

Managing  
Teams,  
Motivation and  
Emotional  
Intelligence

Microsoft Office  
Specialist (MOS)  
Certification classes:

- Excel
- PowerPoint
- Word
- OneNote
- Outlook

## Who else has attended?

Delegates from the following organizations have benefited from Shared IQ's expertise in class



EUROPEAN UNION  
EU Mission in:  
Afghanistan, Nigeria  
and Zimbabwe



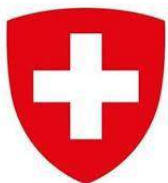
WHO in Switzerland



Pacific Trade Invest China



DFID Mozambique



Swiss Embassy in Myanmar



Dutch Embassy in Jerusalem, Sudan & DRC

Embassy of the Kingdom  
of the Netherlands



United Nations  
Economic Commission  
for Africa

UNECA in Ethiopia



MMG Kinsevere in DRC



University of Ghana



African Development Bank in Cote d'Ivoire



CGIAR in Nigeria



COMESA HQ in Zambia



GIZ Mission in Ghana, Rwanda, Ethiopia and South Africa



SADC Secretariat in Botswana



UNEP  
UNEP in Kenya



AdvTech Group in South Africa



IOM • OIM  
IOM in Kenya.

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Singapore



Italy



Malaysia, Tanzania



South Africa



Rwanda



Fiji



OXFAM Uganda

# INTERNATIONAL RELATIONS, DIPLOMACY & PROTOCOL

## REGISTRATION FORM

### REGISTRATION DETAILS

Complete this form and email it back to [info@sharediq.org](mailto:info@sharediq.org)

Company Name	<input type="text"/>	Country	<input type="text"/>		
Postal Address	<input type="text"/>	Code	<input type="text"/>		
Tel Number	<input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/>	Cellphone	<input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/>		
Nature of Business	<input type="text"/>	Company Size	<input type="checkbox"/> 0 - 50 <input type="checkbox"/> 51 - 100 <input type="checkbox"/> > 101 <input type="checkbox"/> > 250 <input type="checkbox"/> > 500+		
Delegate Name	<input type="text"/>	Designation	<input type="text"/>	Email	<input type="text"/>
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Delegate Name	<input type="text"/>	Designation	<input type="text"/>	Email	<input type="text"/>

### DELEGATE FEE AND VENUE SELECTION

Conference and Workshop Fees, Includes all course material plus lunch and refreshments

VENUE: Faircity QuarterMain Hotel, Johannesburg, South Africa

02 to 05 September 2019

USD 1 950,00

### BANKING DETAILS

**Account Name:** SIQ Corporate Training (Pty) Ltd  
**Swift Code:** FIRNZAJJXXX

**Bank Name** First National Bank  
**Brach Code:** 254605

**Account number:** 62808327060  
**Branch Name:** Sandton City

### TERMS & CONDITIONS

**1. Payment Terms:** Upon return of the Registration Form, full payment is required within 7 working days. Payment must be received prior to the workshop date. Shared IQ reserves the right to refuse entry into the workshop should full payment not have been received prior to this date. **2. Cancellations, No Shows and Substitutions:** Cancellation received in writing more than 21 days prior to the event carries a 25% cancellation fee. Should the cancellation be received less than 21 days before the event, the full delegate fee is payable and non-refundable. Non-payment and non-attendance do not constitute cancellation. No shows will still pay full fee. Substitutes at no extra charge are accepted. **3. Alterations to advertised event:** Should Shared IQ permanently cancel an event for any reason whatsoever, the client shall be provided with a credit of the equivalent amount paid towards the cancelled event. In the case of a postponed or cancelled event, Shared IQ will not be responsible for covering airfare, accommodation or other travel costs incurred by the client. **4. Copyright.** All intellectual property rights in the materials distributed by Shared IQ about the event are expressly reserved. Any unauthorized duplication, publication or duplication is prohibited.

### AUTHORISATION OF BEHALF OF THE ORGANISATION

Name & Surname	<input type="text"/>		
Position	<input type="text"/>	Department	<input type="text"/>
Signature	_____	Date	_____



# CONTACT US TO REGISTER OR MAKE AN ENQUIRY

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