MAWA EVENTS

Address: No. 857, Block A2. Leisure Commerce Square - No 9., 46150 Petaling Jaya, Selangor, Malaysia

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BUSINESS ETIQUETTE AND PROTOCOL

"Master Professional Etiquette and Protocol to Build Respect, Credibility, and Effective Workplace Relationships."

Schedule

Venue (In-house)	Fees
At Your Organization Premises	Ask For The Quotation

Introduction

Professional etiquette and protocol are essential for creating a positive impression, fostering strong relationships, and navigating the workplace with confidence. Understanding cultural, organizational, and interpersonal norms enhances communication, collaboration, and leadership effectiveness.

The Business Etiquette and Protocol course equips participants with practical skills to demonstrate professionalism in various business settings. Participants will learn proper behavior, communication, dining, and networking etiquette to enhance personal credibility and organizational image.

Objectives

By the end of this course, participants will be able to:

- Understand the importance of business etiquette and protocol in professional settings.
- Demonstrate appropriate behavior in meetings, office interactions, and formal events.
- Apply cultural and organizational etiquette standards for global business interactions.
- Practice effective communication and interpersonal skills.
- Exhibit proper dining, networking, and telephone etiquette.
- Handle challenging situations and maintain professionalism under pressure.
- Build strong relationships with colleagues, clients, and stakeholders.
- Enhance personal and organizational image through consistent etiquette practices.

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Why Attend

This course is essential for professionals, managers, and executives who interact with clients, stakeholders, and colleagues regularly. Participants will gain actionable skills to create a professional presence, foster respect, and communicate effectively in any business environment.

Target Audience

This course is suitable for:

- Business Professionals and Executives
- Managers and Team Leaders
- Customer Service and Frontline Staff
- Sales and Marketing Professionals
- Administrative and Support Staff
- Individuals seeking to enhance professional image and workplace relationships

Individual Benefits

- Gain confidence in professional interactions and workplace communication.
- Learn to handle business situations with poise and professionalism.
- Improve networking, dining, and communication skills.
- Enhance personal credibility and influence in the workplace.
- Develop cross-cultural awareness and adaptability in professional settings.
- Strengthen problem-solving and conflict-resolution skills through etiquette principles.

Organizational Benefits

- Promote a professional culture and positive workplace environment.
- Enhance client satisfaction, loyalty, and organizational image.
- Reduce misunderstandings, conflicts, and cultural missteps.
- Strengthen teamwork, collaboration, and internal communication.
- Support professional development and leadership readiness.
- Build a consistent standard of etiquette across the organization.

Instructional Methodology

The training employs a practical, interactive approach through:

- Interactive lectures on business etiquette principles and standards
- Real-world case studies and role-playing exercises
- Workshops on communication, networking, and dining etiquette
- Group activities to practice protocol in meetings, presentations, and events
- Exercises on cross-cultural etiquette and international business norms
- Continuous feedback, coaching, and Q&A sessions for applied learning

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Course Outline

Module 1: Introduction to Business Etiquette and Protocol

Module 2: Workplace Behavior and Professional Conduct

Module 3: Communication Etiquette – Verbal, Non-Verbal, and Digital

Module 4: Meeting, Presentation, and Office Etiquette

Module 5: Networking and Relationship-Building Skills

Module 6: Dining Etiquette and Professional Table Manners

Module 7: Cross-Cultural Etiquette and Global Business Protocols

Module 8: Telephone, Email, and Virtual Communication Etiquette

Module 9: Handling Difficult Situations and Maintaining Professionalism

Module 10: Capstone Exercise – Demonstrating Professional Etiquette in Real Scenarios

Certification

Upon successful completion, participants will receive a Certificate in Business Etiquette and Protocol, validating their expertise in professional behavior, communication, and workplace protocol to enhance personal and organizational effectiveness.

Why Choose MAWA Events

- **Global Expertise:** More than 17 years of experience in professional training and consulting.
- **Industry-Leading Faculty:** Courses delivered by seasoned professionals with hands-on experience.
- **Practical Insights:** Learn to turn theory into actionable strategies for real-world business impact.
- **Client-Focused Solutions:** Customized programs designed to achieve your organisation’s unique goals.

In-House / Customized Training Interested in running this course for your team? Please contact us:	TEL: **+601116373203**	EMAIL: **info@mawaevents.net**

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