

## BUSINESS ETIQUETTE & INTERNATIONAL PROTOCOL

*“Project Professionalism, Build Global Relationships, and Communicate with Cultural Intelligence.”*

### Schedule

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

### Introduction

In today’s globalized business world, success depends not only on expertise but also on how professionals present themselves and interact across cultures. This course provides participants with the knowledge and confidence to apply proper business etiquette and international protocol in diverse professional settings. From first impressions to cross-cultural communication, participants will master the skills that enhance credibility, respect, and trust in both local and international environments.

### Objectives

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

- Understand the importance of business etiquette in professional success.
- Apply global standards of conduct in meetings, networking, and negotiations.
- Demonstrate cultural awareness and sensitivity in international interactions.
- Communicate effectively and respectfully across cultural boundaries.
- Manage professional image, dress code, and business introductions.
- Follow correct dining, gift-giving, and travel etiquette.
- Build confidence when representing the organization globally.

## Why Attend

This course equips professionals with the interpersonal polish and global cultural awareness essential for success in international business. It helps you avoid cultural misunderstandings, strengthen professional relationships, and project a confident, culturally intelligent image that enhances your influence and leadership.

## Target Audience

- Business Executives and Professionals dealing with international clients
- Managers, Team Leaders, and Administrators
- Diplomats, Government, and NGO Representatives
- HR and Customer Relations Professionals
- Anyone seeking to enhance professional etiquette and global presence

## Individual Benefits

- Develop confidence in global and multicultural interactions.
- Enhance professional image and credibility.
- Learn appropriate communication and behavior in various cultures.
- Build stronger client and colleague relationships.
- Avoid common etiquette mistakes in international settings.
- Gain the competitive edge in business and leadership roles.

## Organizational Benefits

- Improve international business relationships and partnerships.
- Strengthen company reputation through professional representation.
- Enhance teamwork and cooperation in diverse environments.
- Promote cultural awareness and inclusivity in the workplace.
- Support effective global negotiations and client interactions.
- Build a professional, courteous, and globally competent workforce.

## Instructional Methodology

- Interactive presentations and practical simulations
- Cross-cultural role-playing and group exercises
- Real-world case studies and video analysis
- Etiquette demonstrations and behavior coaching
- Cultural quizzes and feedback sessions
- Personalized tips for professional refinement

## Course Outline

- Module 1: The Role of Business Etiquette in Professional Success
- Module 2: First Impressions and Professional Image Management
- Module 3: Communication Etiquette – Verbal, Non-Verbal, and Digital
- Module 4: Cross-Cultural Awareness and International Protocol
- Module 5: Meeting, Networking, and Negotiation Etiquette
- Module 6: Dining, Gift-Giving, and Travel Etiquette
- Module 7: Cultural Differences in Leadership and Decision-Making
- Module 8: Representing the Organization with Cultural Sensitivity
- Module 9: Creating a Personal Action Plan for Global Professionalism

## Certification

Upon successful completion, participants will receive a Certificate in Business Etiquette & International Protocol, acknowledging their ability to conduct themselves with professionalism, confidence, and cultural intelligence in diverse global business environments.

## 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:

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