MAWA EVENTS

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

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THE ESSENTIALS OF BUSINESS ETIQUETTE AND PROTOCOL

"Master Professional Etiquette and Protocol to Build Credibility, Influence, and Success in the Business World."

Schedule

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

Introduction

Professional etiquette and protocol are vital for creating a positive impression, fostering relationships, and navigating business environments with confidence. They play a key role in communication, meetings, networking, and overall corporate conduct.

The Essentials of Business Etiquette and Protocol course equips participants with practical knowledge, skills, and strategies to behave professionally across diverse business settings. Participants will learn the art of effective communication, meeting manners, proper business conduct, and international protocols to enhance their professional image and influence.

Objectives

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

- Understand the importance of business etiquette and professional conduct.
- Master verbal and non-verbal communication in corporate settings.
- Practice proper meeting, dining, and networking etiquette.
- Demonstrate professionalism in email, phone, and digital communications.
- Handle cross-cultural interactions and international business protocols.
- Build credibility, influence, and strong professional relationships.
- Apply etiquette and protocol to enhance organizational reputation.
- Develop a personal professional brand through consistent conduct.

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Why Attend

Excellence in business etiquette and protocol is essential for career growth, professional credibility, and organizational reputation. This course provides practical guidance and hands-on exercises to help participants project confidence, respect, and influence in all business interactions.

Target Audience

This course is suitable for:

- Professionals in corporate and business environments
- Managers and Team Leaders
- Sales, Marketing, and Customer-Facing Staff
- Executives attending international business engagements
- Entrepreneurs and Start-up Founders
- Anyone seeking to enhance professional conduct and business influence

Individual Benefits

- Improve communication, networking, and interpersonal skills.
- Build confidence and credibility in professional settings.
- Learn to handle diverse business situations with poise and professionalism.
- Develop skills in cross-cultural business etiquette.
- Enhance personal and professional image.
- Strengthen influence, relationships, and career growth opportunities.

Organizational Benefits

- Enhance overall professional conduct and corporate image.
- Improve client, stakeholder, and partner relationships.
- Reduce communication and cultural misunderstandings.
- Strengthen team collaboration and organizational professionalism.
- Support a culture of respect, credibility, and business excellence.
- Build a competitive advantage through polished and professional staff interactions.

Instructional Methodology

The training employs a practical, interactive approach through:

- Workshops on verbal, non-verbal, and digital communication etiquette
- Role-playing and simulations of business meetings, networking, and dining scenarios
- Group exercises to practice international and cross-cultural protocols
- Case studies on effective professional behavior in corporate environments
- Interactive discussions and feedback sessions
- Guidance on developing a personal professional brand and image
- Continuous Q&A and instructor-led coaching

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Course Outline

Module 1: Introduction to Business Etiquette and Professional Conduct

Module 2: Verbal and Non-Verbal Communication Skills

Module 3: Email, Telephone, and Digital Communication Etiquette

Module 4: Meeting and Presentation Etiquette

Module 5: Networking Skills and Professional Relationship Building

Module 6: Business Dining and Entertaining Protocols

Module 7: Cross-Cultural and International Business Etiquette

Module 8: Professional Attire, Appearance, and Personal Branding

Module 9: Handling Difficult Situations with Poise and Professionalism

Module 10: Capstone Exercise – Practicing Business Etiquette in Real-Life Scenarios

Certification

Upon successful completion, participants will receive a Certificate in Business Etiquette and Protocol, recognizing their ability to conduct themselves professionally, build credibility, and excel in diverse 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:	TEL: **+601116373203**	EMAIL: **info@mawaevents.net**

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