MERCURY

# International Protocol & Etiquette Training Course

9 – 13 August 2027
Zanzibar (Tanzania)



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# International Protocol & Etiquette Training Course

**Ref:** 15836_1066749 **Date:** 9 – 13 August 2027 **Location:** Zanzibar (Tanzania) **Fees:** 5300 Euro

International Protocol & Etiquette Training Course is a 1-week course for staff who host senior guests, organize official visits and plan formal occasions. You practice precedence, seating, flag and title rules, forms of address, gift exchange and cross-cultural conduct, and you leave with a Visit Protocol Plan for a real occasion at your organization. Mercury Training Center delivers this international protocol and etiquette course.

## About This Course

A wrong seat, a misspelled title or an unsuitable gift can undo months of relationship building with a visiting delegation. This course answers that risk. You should already help organize meetings, visits or ceremonies. You practice on seating charts, invitation drafts, visit schedules and short role plays of arrivals and farewells.

## Who It Is For

- Staff who receive and accompany senior guests, delegations and dignitaries.
- Staff who plan ceremonies, signing events, official dinners and openings.
- Staff who prepare invitations, letters and correspondence to senior office holders.
- Staff who support executives traveling abroad or hosting foreign partners.
- Staff responsible for the reputation and hospitality standards of their organization at formal occasions.

This course is not for readers who need to run press campaigns or stakeholder messaging, who are better served by a course on corporate reputation and press work, nor for hospitality operators focused on food service, who need a course on banquet and venue operations.

## Competencies You Will Build

- Precedence Ranking: you order guests by office and rank and defend that order when asked.
- Seating and Placement: you draw table plans and stage layouts that follow host and guest rank.
- Forms of Address: you write and speak titles, salutations and honorifics correctly for each guest.
- Visit Choreography: you run an arrival, meeting and departure sequence minute by minute.
- Cross-Cultural Conduct: you adjust greetings, dress, dining and gifts to the guest's customs.
- Protocol Judgment: you resolve a last-minute change without embarrassing host or guest.

## What You Will Be Able to Do

By the end of the course you will be able to:

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- Given a delegation list, produce an order of precedence and a matching car, line-up and seating sequence.
- Using a venue floor plan, lay out a head table, signing table and flag arrangement for a formal occasion.
- From a guest profile, draft an invitation, place card and letter with the correct titles and salutation.
- Given a visit request, build a minute-by-minute schedule with named escorts and fallback options.
- Using notes on a guest's culture, select a suitable gift, menu and dress code and brief your host.
- From a debrief of a past occasion, list the protocol errors and the corrections for next time.

## Course Content

## Day 1: Foundations of Protocol

- Purpose Of Protocol In Diplomatic, Government And Corporate Settings
- Vienna Convention On Diplomatic Relations As The Basis Of Precedence
- Official Versus Courtesy Precedence For Mixed Delegations
- Host Responsibilities And Ethical Limits In Hospitality
- Protocol Office Roles, Escorts And Decision Authority

## Day 2: Precedence, Seating and Flags

- Order Of Precedence Lists For Visiting Delegations
- Round And Rectangular Table Seating Plans For Official Dinners
- Head Table And Stage Placement For Ceremonies And Signings
- Flag Order, Display And Handling At Bilateral Meetings
- Vehicle, Line-Up And Photo Positions By Rank

## Day 3: Invitations, Titles and Correspondence

- Forms Of Address For Royalty, Ministers, Ambassadors And Executives
- Formal Invitation Wording, RSVP Handling And Guest Lists
- Place Cards, Name Badges And Printed Running Orders
- Letters And Email To Senior Office Holders
- Copyright And Permission Checks For Printed Event Material

## Day 4: Visits, Gifts and Cross-Cultural Conduct

- Airport And Office Arrival Sequences For VIP Guests
- Meeting Room Set-Up And Follow-Up Courtesies After A Visit
- Business Gift Selection, Presentation And Value Policies
- Greeting, Dress And Dining Customs Across Cultures
- Handling Incidents, Delays And Sudden Changes During A Visit

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## Day 5: Visit Planning Practice

- Exercise: Precedence And Seating For A Multi-Delegation Dinner
- Exercise: Invitation And Address Review For A Signing Ceremony
- Exercise: Arrival Role Play With A Last-Minute Rank Change
- Debrief Checklist For Recording Protocol Lessons
- Visit Protocol Plan Completion For Your Own Occasion

## Case Studies and Exercises

The following are suggested activities used during the course:

- Case study: a government agency hosts a ministerial delegation at short notice; you set the precedence list, the car order and the meeting seating.
- Case study: an energy company holds a partnership signing with two foreign partners; you plan the table, flags and photo line-up.
- Exercise: for a university's honorary dinner, you write the invitation, place cards and the host's welcome order.
- Exercise: for a bank's visiting board members, you choose gifts and brief the host on greeting and dining customs.

## What You Take Back

You return with a Visit Protocol Plan drafted for an occasion your organization actually faces. In your first month back, use it to brief your host and escorts, confirm the guest list and titles, and rehearse the arrival and seating before the visit.

- An order of precedence and seating plan.
- Invitation, address and place card templates.
- A minute-by-minute visit schedule with escorts.
- A gift and cultural briefing note for the host.

## Quick Answers FAQ

## What should I know before an international protocol and etiquette course?

You should already take part in organizing meetings, visits or official events. No prior protocol training is needed. Familiarity with your organization's senior structure and the guests it usually receives helps you apply the exercises directly.

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## How does an international protocol and etiquette course differ from a corporate reputation course?

A reputation course covers campaigns, press work and stakeholder messaging. This course is narrower and hands-on: precedence, seating, titles, visit sequences, gifts and conduct with guests from other cultures during formal occasions.

## How is the order of precedence decided at an official dinner?

The order follows each guest's office and rank, with the host's guests of honor placed beside the host. Where ranks are equal, seniority in office or the date of arrival of an envoy decides. Courtesy adjustments are made for spouses and mixed delegations.

## What do I take back from international protocol and etiquette training?

You take back a Visit Protocol Plan for one of your own occasions: precedence and seating, invitation and address templates, a visit schedule and a host briefing on gifts and customs.

## For Your Manager

After this course, the team member will be able to rank guests, plan seating and flags, write correct titles and invitations, and run a visit from arrival to farewell. They return with a Visit Protocol Plan for an upcoming occasion, first used to brief hosts and escorts and to rehearse the next senior visit.