MERCURY

Correspondence, Etiquette, Protocols, and the Art of Dealing with VIPs

23 – 27 August 2027
Casablanca (Morocco)



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Ref: 121217_1084041 **Date:** 23 – 27 August 2027 **Location:** Casablanca (Morocco) **Fees:** 4500 Euro

Introduction:

Effective correspondence and professional etiquette are essential pillars for individuals interacting with senior executives, high-profile guests, and decision-makers across different sectors. This Correspondence, Etiquette, Protocols, and the Art of Dealing with VIPs course provides participants with an in-depth understanding of formal communication standards, diplomatic protocols, and refined interpersonal skills required in prestigious environments. It highlights the importance of accurately delivering messages, handling sensitive situations, and maintaining consistency in official communications.

The Correspondence, Etiquette, Protocols, and the Art of Dealing with VIPs program also explores best practices for hosting VIPs, ensuring professional courtesy and organizational representation at the highest level. Participants will gain structured methods for managing high-level interactions, formal meetings, and official engagements. Learners will understand how to communicate with authority, precision, and confidence in any elite setting.

Targeted Groups:

This Correspondence, Etiquette, Protocols, and the Art of Dealing with VIPs training targets professionals seeking specialized knowledge and skills:

- Managers who handle high-level communication.
- Executive assistants supporting senior leadership.
- Protocol officers in government or corporate entities.
- Public relations specialists manage VIP engagements.
- Administrative staff responsible for official correspondence.
- Hospitality professionals coordinating VIP visits.
- Diplomacy and international relations personnel.
- Event coordinators handling executive functions.
- Front-office representatives in formal environments.

Course Objectives:

Participants will achieve the following objectives by completing the Correspondence, Etiquette, Protocols, and the Art of Dealing with VIPs course:

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- Understand the fundamentals of formal and diplomatic communication.
- Apply structured methods to write accurate, professional correspondence.
- Strengthen etiquette skills for official meetings and executive interactions.
- Handle VIP-related situations with confidence and cultural awareness.
- Manage sensitive written communication and maintain confidentiality.
- Implement professional behavior when hosting or receiving high-profile guests.
- Organize communication workflows for internal and external protocols.
- Respond effectively to various communication formats and requests.
- Enhance clarity, tone, and style in formal messages.
- Adapt communication approaches to diverse cultures and social norms.

Targeted Competencies:

Participants will gain the following competencies during the Correspondence, Etiquette, Protocols, and the Art of Dealing with VIPs program:

- Mastery of official correspondence structures and formats.
- Ability to apply etiquette principles in elite environments.
- Skills in managing VIP reception and executive interactions.
- Competence in diplomatic communication and protocol standards.
- The capability to organize information for professional messaging.
- Awareness of cultural sensitivities in international dealings.
- Proficiency in communication planning and message delivery.
- Strength in maintaining credibility and professional presence.

Studying Scenarios:

In this Correspondence, Etiquette, Protocols, and the Art of Dealing with VIPs training, participants will develop their skills through the analysis of the following scenarios:

- Handling urgent correspondence for senior executives.
- Responding to sensitive communication from government or VIP entities.
- Managing protocol procedures during high-profile visits.
- Preparing formal messages for international delegations.
- Coordinating reception plans for essential guests.
- Addressing communication errors in professional settings.
- Managing unexpected requests during high-level events.

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Course Content:

Unit 1: Foundations of Professional Correspondence:

- Understand principles of official communication.
- Learn the types of formal correspondence used in professional environments.
- Apply structures for letters, memos, emails, and diplomatic messages.
- Improve tone, clarity, and message accuracy in written communication.
- Identify errors that affect credibility and professional image.
- Develop writing techniques for executive-level communication.
- Apply consistency in formatting, style, and message delivery.
- Handle confidential communication with proper discretion.

Unit 2: Etiquette and Behavioral Excellence in Professional Environments:

- Understand the core principles of professional etiquette.
- Develop behavioral qualities expected in high-level workplaces.
- Apply techniques for professional introductions and greetings.
- Master body language for executive and diplomatic settings.
- Manage communication in multicultural environments.
- Apply etiquette rules during formal meetings.
- Maintain professionalism during difficult or sensitive conversations.
- Demonstrate confidence and presence in elite environments.

Unit 3: Protocols and Formal Procedures:

- Understand the meaning and functions of official protocols.
- Learn protocol rules used during events and formal ceremonies.
- Apply seating arrangements and order of precedence.
- Organize official visits and formal receptions.
- Manage diplomatic procedures for international engagements.
- Prepare official agendas and schedules for VIP events.
- Coordinate with protocol teams and external stakeholders.
- Ensure compliance with protocol norms across cultures and organizations.

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Unit 4: Art of Dealing with VIPs:

- Understand expectations and behavior when interacting with VIPs.
- Manage communication strategies for high-profile individuals.
- Apply skills for hosting dignitaries and special guests.
- Address VIP needs with professionalism and speed.
- Handle last-minute changes during VIP engagements.
- Maintain confidentiality and discretion at all times.
- Ensure a smooth and respectful visitor experience.
- Communicate confidently under pressure or tight deadlines.

Unit 5: Applied Strategies in Correspondence, Etiquette, Protocols, and VIP Management:

- Develop communication plans for executive and VIP activities.
- Prepare official messages for various organizational needs.
- Analyze common pitfalls in correspondence and etiquette.
- Integrate protocol rules into real-world administrative tasks.
- Build action steps for managing VIP receptions.
- Apply best practices for organizing high-level meetings.
- Create templates for professional communication.
- Perform scenario-based exercises using realistic organizational situations.

Final Insights & Key Takeaways:

Participants finish this program equipped with refined communication skills and advanced etiquette, enhancing their professional credibility. They gain structured competencies to handle VIPs, official protocols, and elite communication with excellence.