

The Essentials of Business Etiquette and Protocol

Professional training programme



SPARK TRAINING

Professional training courses for leaders, specialists, and organizations seeking practical capability development.

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— Workshop Overview

First impressions are often made within seven seconds of a meeting and are difficult, if possible, to change. Among other things, this course helps you leave a great first impression. It also addresses how to deal with others in a business setting, considering differences in culture and region. Since business is often conducted over lunch or dinner, dining skills can also impact someone's opinion of you as a potential business partner. During the five days of this course, you will also get tips on applying proper manners and business etiquette in many different settings. In addition, many diplomatic 'incidents' occur due to the personnel's lack of understanding of various protocol standards. Therefore, a portion of the course is dedicated to introducing the international rules of protocol that need to be implemented during formal occasions and visits.

Why Attend

The course is designed to be interactive and participatory and includes various learning tools to enable the participants to operate effectively and efficiently in a multifunctional environment. It is built on four learning pillars: concept learning (lectures and presentations), role-playing (group exercises), experience sharing (roundtable

Who Should Attend

Personnel officers, public relations professionals, event organizers, personal assistants, employees in the hospitality business, and all those whose positions require dealing and interacting with important persons in government and private sectors.

— Learning Objectives

- Analyze the principles of appropriate behavior in business and social contexts
- Evaluate effective strategies for interacting and communicating with various guest types
- Interpret appropriate personal and professional conduct in diverse situations
- Compile the components necessary to plan VIP visits and formal occasions, embodying the role of an exemplary host
- Devise proper communication etiquette in various scenarios
- Assess variations in protocol and etiquette from different cultures, nations, and regions for effective implementation

Course Outline

DAY
1

Principles of Business Etiquette and Protocol

- Definitions and concepts
- Guiding principle
- Importance of etiquette, protocol, and manners in business
- Creating the right corporate image
- Six basic principles

DAY
2

Achieving Communication Success

- Communication levels and definitions
- The four principles of communication
- Elements of the communication process
- Barriers to effective communication
- Overcoming communication barriers
- Communicating across cultures
- Communication: Key qualities
- Listening etiquette

DAY
3

Personal and Professional Conduct

- Universal expectations for behavior
- Etiquette for formal occasions
- Handling difficult personalities
- Four choices for dealing with various behaviors
- International business etiquette
- Customs and cultures
- Best practices

DAY
4

Planning and Hosting VIP Occasions

- Preparation for official visits
- Protocol at events and summits
- Key qualities of the ideal host
- Seating strategies
- Risk and contingency planning
- Mistakes to avoid

- Meeting at airports

DAY
5

Proper Communication Etiquette

- Phone etiquette
- Meeting etiquette
- Email etiquette

- Titles and forms of address
- Exchanging gifts
- Day 6: Variations in Protocol and Etiquette
- Administrative protocols
- Flags, anthems and logos
- Awkward situations and solutions
- Professionalism
- Panoramic view of variations

— Upcoming Classroom Dates

DATE	LOCATION	FEE
12 - 16 October 2026	Rome - Italy	€2,125
12 - 16 October 2026	Frankfurt - Germany	€1,625
9 - 13 November 2026	Istanbul - Türkiye	€1,425
9 - 13 November 2026	Barcelona - Spain	€1,925
14 - 18 December 2026	Vienna - Austria	€2,125
14 - 18 December 2026	Frankfurt - Germany	€1,625
18 - 22 January 2027	London - United Kingdom	€2,100
15 - 19 February 2027	Munich - Germany	€2,125

— Certificate and Registration

Participants who attend and complete the full programme receive a SPARK Training Certificate of Completion. For registration, in-house delivery, or availability questions, contact info@sparktraining.eu or +31 85 115 0004.