



# Mastering Business Etiquette & Protocol

**Duration:** 5 Days

**Language:** en

**Course Code:** PM2-115

## Objective

Upon completion of this course, participants will be able to:

- Understand the importance of business etiquette and protocol for professional success and building trust.
  - Learn effective communication skills across various business scenarios, including meetings, emails, and public relations.
  - Master the art of hosting and managing business events with confidence and poise.
- Gain insights into international business protocol and cultural sensitivity for successful global interactions.
- Develop skills to manage challenging interactions and resolve conflicts diplomatically.
  - Build a professional image that reflects confidence, respect, and cultural awareness.
  - Apply social etiquette techniques in networking and formal dining settings.

## Audience

This course is intended for

- Business leaders and executives
- Human resources professionals
- Project managers and technical professionals

- Anyone whose role involves frequent client interaction or event management

## Training Methodology

This course utilises an engaging and practical approach to ensure participants comprehensively understand business etiquette. Participants learn to navigate professional scenarios effectively through interactive lectures, group discussions, role-playing, and practical exercises.

Role-playing exercises provide hands-on experience in situations like hosting business dinners or managing meetings, with feedback provided for skill refinement. Practical activities, such as drafting professional emails or handling event logistics, further solidify participants' etiquette skills.

Each session includes reflective discussions to reinforce learning and encourage actionable insights, enabling participants to apply etiquette principles in their professional lives confidently.

## Summary

Mastering business etiquette and protocol is fundamental to fostering a professional image and advancing in today's globally interconnected business world. This comprehensive course offers an in-depth exploration into business etiquette's critical role, covering etiquette principles in professional, social, and multicultural contexts. Through this training, participants will refine their interpersonal skills and develop a sophisticated approach to handling various professional situations, from hosting meetings and managing events to building cross-cultural relationships. The course equips individuals to present themselves with confidence and grace, navigate complex social dynamics, and understand the protocols that govern professional behaviour in diverse settings.

In this course, participants will learn about etiquette principles and practical implementation techniques in day-to-day work scenarios, such as attending high-stakes meetings, responding to sensitive emails, managing media relations, and adapting to culturally distinct business norms. This course underscores the nuances of behaviour that distinguish successful professionals and instil trust and respect within any organisational culture.

The curriculum provides a balanced perspective on both domestic and international business etiquette, emphasising adaptability, respect, and an awareness of cultural sensitivities. Participants will leave the course prepared to excel in business communication and event management, from networking dinners and formal gatherings to multicultural business interactions. Mastering these skills will empower participants to create positive, lasting impressions in all professional engagements, ultimately enhancing their professional relationships and broadening their global reach.

By the end of this training, participants will have transformed their approach to professional interactions, gaining tools and insights that enrich their brand and enhance their organisation's public image. With practical exercises embedded throughout, this course promises to deliver real, applicable skills that lead to professional growth and greater confidence in any business setting.

## Course Content & Outline

### Section 1: Fundamentals of Business Etiquette

- Importance and principles of business etiquette
  - Building a professional image

### Section 2: Communication Etiquette

- Effective communication in meetings, emails, and phone calls
  - Handling media and public relations

### Section 3: The Role of the Host

- Hosting business events and meetings
- Managing guests and handling difficult situations

### Section 4: International Protocol and Cross-Cultural Etiquette

- Understanding international business customs
  - Navigating multicultural interactions

### Section 5: Event Management and Social Etiquette

- Organising and executing successful business events
  - Social etiquette for networking and formal dinners

## Certificate Description

Upon successful completion of this training course, delegates will be awarded a Holistique Training Certificate of Completion. For those who attend and complete the online training course, a Holistique Training e-Certificate will be provided.

Holistique Training Certificates are accredited by the British Assessment Council (BAC) and The CPD Certification Service (CPD), and are certified under ISO 9001, ISO 21001, and ISO 29993 standards.

CPD credits for this course are granted by our Certificates and will be reflected on the Holistique Training Certificate of Completion. In accordance with the standards of The CPD Certification Service, one CPD credit is awarded per hour of course attendance. A maximum of 50 CPD credits can be claimed for any single course we currently offer.

## Categories

(Consultation & Services, Customer Service & Public Relations (PR

## Tags

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