



SCANDINAVIAN ACADEMY
For Training and Development

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Course: Business Etiquette and Protocol

Code	City	Hotel	Start	End	Price	Language - Hours
344	Madrid (Spain)	Hotel Meeting Room	2025-06-16	2025-06-20	5450 €	En - 25

Introduction

This program is designed for:

Personnel officers, personal assistants, employees in the hospitality business and all those whose position requires dealing and interacting with important persons in both government and private sectors.

Objectives

- Behave correctly in both business and social situations.
- Interact effectively with different types of guests.
- Play the role of the ideal host at various functions.
- Organize and manage events such as business luncheons and formal dinners.
- Meet and greet important guests, clients and customers in a proper manner.
- Deal successfully with the media.

Content

Definitions of Etiquette and Protocol

- The Importance of Etiquette in Business
- The Importance of Protocol in Business
- Applying the Right Behavior in Different Situations
- Creating the Right Image for your Organization
- Image Building and Image Management



Guest Relations

- Gaining Guests' Respect
- Understanding Human Relations
- Proper Greetings and Introductions
- Professional Hand-Shaking
- Giving Business Cards in a Proper Way
- People's Names (Pronunciation and Remembering)

The Ideal Host

- Key Qualities of the Ideal Host
- Dealing with Different Types of Guests
- Handling Difficult Personalities
- Dealing with Guests' Complaints
- Handling Guests' Complaints in a Timely Manner
- Perception and Business Relations

Managing Events and Behavior

- The Business Meal
- Table Manners at Business Lunches and Business Dinners
- Setting of the Room and Table
- Mistakes to Avoid at Business Events
- Meeting Guests at Airports

Proper Communication Etiquette

- Phone Etiquette
- Meeting Etiquette
- Email Etiquette



Handling the Media

- Dealing with Questions
- Handling Confidential Information
- Effective Public Relations

Time and Task Management

- Prioritizing Tasks and Managing Time Effectively
- Tools and Techniques for Efficient Time Management
- Delegating and Coordinating Tasks
- Managing Stress and Avoiding Burnout

Development of Communication Skills and Interaction with VIPs

- Effective Communication Techniques
- Verbal and Non-Verbal Communication
- Active Listening and Empathy
- Interaction with VIPs
- Building Rapport and Trust
- Handling Difficult Situations with Diplomacy



The Scandinavian Academy for Training and Development employs modern methods in training and skills development, enhancing the efficiency of human resource development. We follow these practices:

- **Theoretical Lectures:**

- We deliver knowledge through advanced presentations such as PowerPoint and visual materials, including videos and short films.

- **Scientific Assessment:**

- We evaluate trainees skills before and after the course to ensure their progress.

- **Brainstorming and Interaction:**

- We encourage active participation through brainstorming sessions and applying concepts through role play.

- **Practical Cases:**

- We provide practical cases that align with the scientific content and the participants specific needs.

- **Examinations:**

- Tests are conducted at the end of the program to assess knowledge retention.

- **Educational Materials:**

- We provide both printed and digital scientific and practical materials to participants.

- **Attendance and Final Result Reports:**

- We prepare detailed attendance reports for participants and offer a comprehensive program evaluation.

- **Professionals and Experts:**

- The programs scientific content is prepared by the best professors and trainers in various fields.

- **Professional Completion Certificate:**

- Participants receive a professional completion certificate issued by the Scandinavian Academy for Training and Development in the Kingdom of Sweden, with the option for international authentication.

- **Program Timings:**

- Training programs are held from 10:00 AM to 2:00 PM and include coffee break sessions during lectures.