



**Public Relations &  
ommunication skills**



**SCANDINAVIAN ACADEMY**  
Training and Development



# Course: Business Etiquette and Protocol

Code	City	hotel	Start	End	price	Hours
344	Brussels (Belgium)	Hotel Meeting Room	2024-07-01	2024-07-05	5450 €	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



**The Scandinavian Academy 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 buffet sessions for light meals during lectures.