



# Train to be an International Protocol Specialist

Developed by |  
International Protocol  
Institute of California®

In partnership with |  
THE TELESERVICES COMPANY  
2018©





# MARIE BETTS-JOHNSON

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## “High Personal Impact”



### Training Expert

**“Mastering Etiquette & Protocol allows you to see diplomacy and international relations from a new perspective, and gives you an excellent opportunity to create high impact in business, by adopting the best practices worldwide.”**

**Marie Betts-Johnson** is an internationally recognized consultant, speaker and columnist. She has been featured in The San Diego Business Journal, Success Magazine, Oxford University, RSVP Magazine and National Speakers Association to name a few. She is also a regular guest on numerous radio and television stations including KPBS, KUS, Fox Channel 5 and ABC Channel 10.

She has over twenty years’ experience in protocol training and development and has been retained to train Chiefs of Protocol from both the Middle East and United States Governments. Clients have ranged United Nations (Ambassadorial level) to diplomats, CEOs Chiefs of Protocol to IBM, Gucci, Pfizer and City of San Diego, CA.

Marie is the Founder and Director of the International Protocol Institute of California®.

Her goal is to expand the sphere of global diplomacy utilizing the power of protocol and cross-cultural intelligence. Before that, she worked as Director of International Relations Office on behalf of the World Trade Center San Diego, California and had the opportunity to host royalty, ambassadors, clients and delegations.

She had the great honor of serving two years on the Staff of the Late King Hussein and Queen Noor for Jordan, where she had the opportunity to interact with dignitaries and royalty from all over the world. Ms. Betts-Johnson was further chosen to act as Protocol Coordinator for the Washington Diplomatic Corps during their visit to San Diego, California.

Ms. Betts-Johnson holds an Associate Degree in Business Administration from Our Lady’s College, Cappoquin, Co. Waterford, a degree in Marketing and Public Relations from the Louise Academy, San Francisco and was certified in Event Management by The George Washington University. She is a visiting lecturer at the University of California, San Diego.



**The TeleServices Company** and its strategic partner; the International Protocol Institute of California, are pleased to submit a proposal to provide you with a customized, solution-based training program on international relations, through protocol, diplomacy and understanding of cross-cultural fundamentals. Participants will be given proven practical skills and techniques for application both in the work place and when interacting with international clients, dignitaries and delegations.

### ► **By attending this program you will gain:**

- The highly specialized skills to deliver real-time international protocol seminars and training programs.
- The knowledge to manage complex protocol and diplomatic events for visiting dignitaries and delegations.
- The credentials and expertly designed presenter manuals to build a rewarding protocol specialist career or business.
- An overall understanding of international relations and the impact of protocol on the outcome of successful negotiations.
- To learn how to set up a new international relations and protocol department or office in your region.

### ► **Certification**

Graduates who are completing the five-day program will be certified as “International Protocol Specialist” and will be licensed to use the copyright materials developed by the International Protocol Institute of California (IIPC).

### ► **Who we are?**

The 5-day Course is presented by the President of the International Protocol Institute of California, Marie Betts-Johnson, who has over twenty years’ experience in training and cultivating best protocol practices worldwide.

# About International Protocol Specialist Certification

## International Protocol Specialist Five-Day Certification Program

The impact of strong international relations cannot be over-emphasized in today's turbulent global environment. For business professionals who will be interacting with high-level dignitaries and delegations, avoiding cross-cultural gaffes, can make for a cooperative and productive experience. Polished professionalism can do wonders for a company's competitive position and for an individual's confidence and growth within their respective industry.

### Contents:

- Program Objectives
- Training Methodology
- Organizational Impact
- Personal Impact
- Competencies Emphasized
- Who should attend
- Course Modules and Fees





## Objectives

- To provide a five-day protocol certification program for business professionals, corporations, organizations, government ministries.
- To impart skills to present real-time international protocol seminars and training programs.
- To provide the knowledge to manage complex cross-cultural, protocol and diplomatic events for visiting dignitaries and delegations.
- To build a rewarding protocol specialist career or business.



## Training Methodology

- Together with your fellow participants you bring a wide variety of experience and resources to the program. Our combined wealth of experience has allowed us to create an intensive five-day certification program where participants are challenged, through exploration of traditional and modern methodologies, to gain insights into the intricacies of delivering the highest level of protocol expertise.
- The International Protocol Institute will request profiles of each participant to assess their level of interest, current protocol knowledge and their goals for attending the course, prior to the course commencement.
- The Program includes an expertly designed manual which will encompass participant assessments, ten core modules, interactive exercises, case studies and Power Point Presentations



## Organizational Impact

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If your organization's goal is to be world class in conducting international business and establishing strong relationships, then it needs to have employees who deliver world-class communications and protocol expertise to all its overseas clients. This course will assure the benefits of providing these experiences to prospective clients and delegations.

## Personal Impact

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Attendance at this seminar will give you the skills to develop a sense of professional presence, master cross-cultural fundamentals and gain in-depth, contemporary knowledge of all aspects of protocol and diplomacy. The comprehensive information will further hone your leadership skills to inspire trust and cooperation.

Equipped with this knowledge, you will become a competent ambassador representing both your company and your country.

## Competencies Emphasized

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The ability to expeditiously decode what your visiting client or dignitary needs through a deep understanding of the culture and protocol norms of your international visitors and partners. An acute awareness of the levels of protocol expected to ensure hospitality to visiting dignitaries and delegations.

An overall understanding of international relations and how you can impact the outcome of establishing strong business relationships resulting in successful negotiations.

## Who should attend

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This course is designed for executives, diplomats, government officials, entrepreneurs, marketing / sales professionals (international focus) and those whom you are grooming to represent your company / organization at the international level.



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# TrainingProgram Agenda

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## Day 1:

Modern Diplomacy  
Professional Presence & Competency

## Day 2:

Effects of Culture on Protocol  
Diplomatic Negotiations International

## Day 3:

Presentation Skills that impress!  
Diplomatic Leadership

## Day 4:

Arrival & Departure Systems  
Hosting International Dignitaries

## Day 5:

International Social Etiquette  
Branding & Media Image





## ► Day 1

### Modern Diplomacy

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- History of Diplomacy
- Types of Diplomacy
- Multilateral & Bilateral Agreements
- Precedence is diplomacy!
- Determining rank of international delegations
- Understanding Diplomatic Missions
- Who's who in the Diplomatic Corps



### Professional Presence & Competency

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- First impressions are lasting!
- Be aware of non-verbal communication
- Proper introductions and greetings
- Rank & Titles matter
- Business Card presentation
- Converse like a diplomat!
- Dress and attire for all occasions







## ► Day 2:

### Diplomatic Leadership

- Recognize your leadership style
- What it takes to have credibility and influence
- Do you have the vision to lead?
- Communication styles and personalities require different styles of leadership
- Words and phrases that inspire, motivate and persuade
- Emotional intelligence – Calm under fire!
- How to lose credibility in meetings
- The intangibles of leadership
- The “Charisma” effect!

### International Relationship- Building Skills Social / Dining Etiquette

- International socializing and dining etiquette
- Understand the rules of the table
- Menu selection for international guests
- European, United States and Asian styles of dining
- Flatware familiarization
- Place settings for the formal dinner
- The Business Luncheon
- When business will be discussed
- The Buffet
- Forms of Service
- International dining faux pas



## ► Day 3:

### Presentation Skills that Impress

- Overcoming the fear of public speaking
- Speech preparation
- To read or not to read? – What does the audience need?
- Body-Language that exudes confidence
- Your tone of voice matters
- How to use the microphone effectively
- When you are the moderator – How to make everyone shine!





## ► Day 4:

### Global Cross-Cultural Fundamentals

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#### • Global Cross-Cultural Fundamentals

Compare and contrast accepted cross-cultural tenets practiced worldwide.

Recognize the roadblocks to building cultural empathy.

Understand the role of religion / philosophy and tradition in business decisions.

Recognize the cultural variables that exist in every culture and compare them with your culture.

E-Mail communications are culturally sensitive.

#### • Country-Specific & Protocol Practices – The Middle East & North Africa

Utilizing the tools provided in the “Global Cross-Cultural Fundamentals Program,” this workshop involves audience participation , discussion and interaction in applying the accepted proven cultural fundamentals to build regional - specific programs focusing on the foregoing regions.

- Cross-Cultural regional subtleties that make the difference.
- Meeting strategies with visiting delegations.
- Styles of communication.
- Strategic seating.
- Conflict Resolution.
- Tact & Diplomacy.
- Body-language and unspoken messages.



## ► Day 5:

### Diplomatic Negotiations

Understand the impact of culture on successful negotiations

Choosing your team – attitude and experience

Meeting strategies with visiting delegations

Importance of the initial meeting

Dynamics of seating

Where does the power lie?

Conflict - Tact & Diplomacy

Be aware of body language messages

Cross-Cultural gaffes to be avoided



### Branding and Media Image

- Strategies of the Diplomat
- Tactics of the Interviewer
- Content, preparation and presentation
- The Television Interview
- Appearance and Body-Language
- Congruency / Colors / Dress
- The 3 types of Interviews
- How to handle the media – Damage Control!
- Your LinkedIn / Skype Image





# Testimonials

“The six day intense training on being a protocol specialist was a mix of theory, real life examples and work exercises. The trainer, Marie Betts-Johnsone was very knowledgeable & great at delivering the subject through an interactive & enjoyable session. It was such an informative experience which I would highly recommend to anyone who works in the fields of Public Relations & Protocol.”

*Ms. Khawla Jassim Al Serkal*  
*Director General - Sharjah Ladies Club*  
*Sharjah, UAE*  
*International Protocol Specialist Batch – Dubai - April 2016*



“I have come from a military background and the course was exactly what I needed. After completing the program, I have a reference to follow and approach to implement procedures, origin of which I wasn't aware of. I am glad and would like to encourage everyone in the field of protocol to join this program.”

*Mr. Manaf Al Mannai*  
*Protocol Officer - Bahrain Defense Force*  
*Bahrain*  
*International Protocol Specialist Batch – Dubai - April 2016*



“It was a pleasure to be a part of this intensive training and many thanks to Levenbert (TSC) and IPIC for that.”

*Mr. Hamad Al Shamsi*  
*Government Relations Senior Specialist*  
*Mohammed Bin Zayed Al Nahyan Office*  
*Abu Dhabi, UAE*  
*International Protocol Specialist Batch – Dubai - December 2015*



# Testimonials

“The International Protocol Specialist Program conducted by TSC & IPIC, is one of the favorite programs I have attended so far. It equips a person with the right protocol and etiquette practices followed in different countries, and provides us with the techniques to deal “correctly” with other people and delegations from different countries and culture. In addition to that, one can clarify and get answers for any kind of misconceptions in protocol practices worldwide. Last but not the least, the overall atmosphere and the group members added an extra mile to the program experience with discussion on various real time examples and situations, making one more aware and provides knowledge about the international protocol system followed all across the world. I would like to highly recommend everyone specially from the UAE to take this program since we deal with people from different countries and cultures.”

*Mr. Abdulla Ahmed Alsuwaidi*

*Far East Sales – ADNOC, Abu Dhabi UAE*

*International Protocol Specialist Batch – Dubai - December 2016*



“It was a fantastic program that I have ever come across so far & hope it continues to help others the way it has helped us. Infact for me, it was really a very good insight as I come with the practical knowledge of being a part of the protocol industry, however I haven’t been a part of a real practical training like this which not only gives you a hands-on but also prepares you well. I am sure with this training, I would be able to do something better in the future.”

*Mr. Yasin Saif Alsawaee*

*VP and Prime Minister Private Secretary - Yemen Govt  
Yemen*

*International Protocol Specialist Batch – Dubai - April 2016*





# Testimonials

“The training was intensive and no matter how much you think you know, eventually after the training you realize it was just a fraction! The training really helped me evolve to a professional diplomat since I continuously interact with delegates visiting from different parts of the world.”

*Dr. Muna Tahlak*  
*CEO - Latifa Hospital*  
*Dubai, UAE*

*International Protocol Specialist Batch – Dubai - December 2015*



“I am delighted to be a part of this exclusive training where I have learnt a lot, I felt that I should have attended this training much earlier. I will surely send my team members for the next batch.”

*Mr. Omar Al Muhairi*  
*Director – Government Relations*  
*DP World - Dubai, UAE*

*International Protocol Specialist Batch – Dubai – December 2015*



“My communication career is somehow married into protocol, be it Communication Head for a Head of State or Member of Royalty or a Minister or a CEO. The grooming was elegant, thanks to some of the best coaches and mentors in my life path. However I longed to be certified and December 2016 was a dream come true with TSC & IPIC, making it happen for me. Being certified as an International Protocol Specialist is one of my biggest dreams, being realized.”

*Ms. Elizabeth Percy*  
*Former Group Corporate Communications and PR - Senior Manager*  
*Juma Al Majid Group, Dubai UAE*  
*International Protocol Specialist Batch – Dubai - December 2016*



# Testimonials

“I have thoroughly enjoyed & benefited from the program. Thanks to Dr. Ahmad Tahlak (Levenbert / TSC), Marie Betts Johnson (IPIC), I am now officially an International Protocol Specialist. The group dynamics were great, the material was dense and diversified, and the entire experience was enriching and fun. I would highly recommend this to my colleagues and wish the team all the best.”

*Ms. Hanan Mohamed Al Mahmoud*

*Director*

*Al Jawaher Reception & Convention Centre*

*Sharjah, UAE*

*International Protocol Specialist Batch – Dubai - December 2016*



“With 19 years of professional achievements, I have decided to be on a continuous personal and professional improvisation journey. Technological change is disrupting the world by every second with artificial intelligence (AI) changing careers and life as we know it. That is why I am always looking for the best training programs to update my skillset in the right way, at the right time. ‘The International Protocol Specialist’ program by Levenbert (TSC) and IPIC stands out and I believe it has equipped me, and will keep enriching leaders to access their innate ability to perform and compete in a global environment like the UAE especially when the world is becoming more unpredictable making it difficult to navigate if we didn’t sharpen the saw.”

*Ms. Amna Al Nakfii*

*Director General*

*Government of Sharjah*

*Sharjah, UAE*

*International Protocol Specialist Batch – Dubai - December 2015*





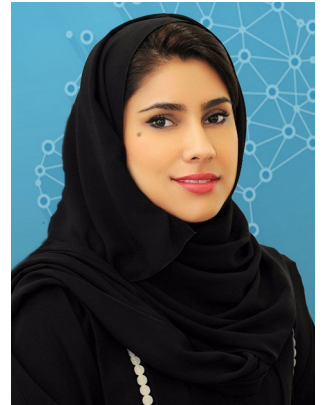
# Testimonials

“Etiquette is considered as one of the essential element not only in our daily life but in our workplace too. I have learned the importance of being aware of different protocol elements and its connection with different historical background, royalty, religions, cultures and languages. The program provides valuable insight about etiquette practices followed locally and its relevance on international scales throwing light on our personal grooming and right code of conduct with others! Being an International Protocol Specialist, the program has helped me widen my understanding of the different topics discussed during the training. I highly recommend this program.”

*Ms. Hanadi Al Yafei*

*Manager - Supreme Council For Family Affairs Department  
Sharjah, UAE*

*International Protocol Specialist Batch – Dubai - December 2016*



“I have really enjoyed the program as it had covered most of the main areas in my job. Thanks to Dr. Ahmad Tahlak (TSC), and Marie-Betts Johnson (IPIC), and the wonderful group that I had got to associate with during the program. Learning with real life experience is surely the best way to gain knowledge and I would like to recommend this fantastic course to other members of my organization as well.”

*Ms. Amna Al Nakhi*

*Head, Business & Systems Support, DMB  
CEO Office - Qatar Petroleum  
Doha, Qatar*

*International Protocol Specialist Batch – Dubai - December 2016*



# Testimonials

“To know what protocol means, to understand how it works, cultural overviews, doing business, negotiating strategy and business etiquette. It is one of the best training courses I have attended with attendees from different levels and organizations. It gave us an excellent experience and I must say that International Protocol Specialist Program is my passport to international business”.

*Mr. Saif Al Naqbi*

*Communications & Branding Officer*

*Abu Dhabi Ports- Abu Dhabi, UAE*

*International Protocol Specialist Batch – Dubai – December 2015*



“I have attended many trainings before, but this one was different with personal attention in every session and a team so unique and special. Thank you Levenbert and IPIC for this excellent experience.”

*Ms. Reem Al Bardan*

*Protocol Manager*

*هيئة الشارقة للاستثمار والتطوير - شروق*

*Sharjah Investment and Development Authority - Shurooq*

*Sharjah, UAE*

*International Protocol Specialist Batch – Dubai – December 2015*



“It is one of the special courses that I have attended so far. Everyone during the training was from a different country with a different background with so much of experience and exposure that I was delighted to be a part of this program.”

*Ms. Fatima Al Mutawa*

*Marketing Specialist*

*Abu Dhabi Ports*

*Abu Dhabi, UAE*

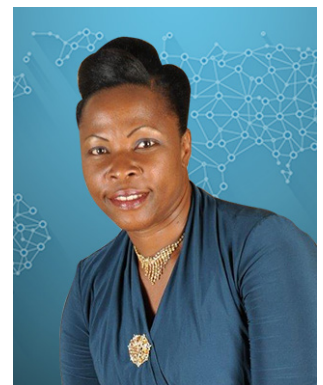
*International Protocol Specialist Batch – Dubai – April 2016*

# Testimonials

“The course for the Certified International Protocol Specialist was professionally organized. I liked everything about the presentation. Based on my previous experience, when compared to previous courses I have ever attended, I would confidently say that, the International Protocol School of California, has a perfect approach for adult learners. They make you feel, taste, smell and touch their invisible skills. Despite the fact that we were few in number, the practical presentation of this course made it appear like a well-organized business event, to be highly rated by international gurus. The exceptionally group interaction made me feel like we had it all in one package. To sum it all, we hit two birds with one stone.”

*Ms. Mary Tenywa Ssebaddawo*

*Principal Banking officer (PBO) - Head of Unit Protocol, Events and Guest Relations Officer - Bank Of Uganda - Uganda, Africa  
International Protocol Specialist Batch – Dubai - April 2016*



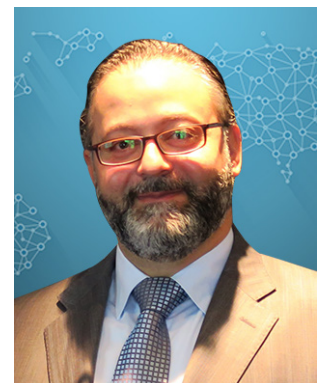
“Making the right investments in learning and development programs has never been more important or more of a challenge for business leaders. The Certified Protocol Specialist Program is very important in building bridges of trust, respect and integrity between cultures globally, I highly recommend it.”

*Mr. Haytham Dabboussy*

*Head of Government*

*Market Development – MENA - Thomson Reuters  
Dubai, UAE*

*International Protocol Specialist Batch – Dubai - December 2015*





## [ A B O U T T S C ]

The TeleServices Company is a consultancy firm based in Dubai, UAE owned by Dr. Ahmad Tahlak, one of the renowned training and call center consultant of the region.

With our strategic alliance with International Protocol Institute of California, a recognized leader in the Business Etiquette and International Protocol industry since 1989, and an internationally renowned leader in the protocol industry. We bring forth international certifications covering protocol, diplomacy and cross-cultural fundamentals to corporations, government firms, diplomatic academia, institutes, NGOs, entrepreneurs and individuals.

Our main aim is to provide consultancy services besides rendering procured training programs and courses in the development of customer service skills, management, & leadership skills.

We are an award winning company and are honored by His Highness Sheikh Mohammed Rashid Bin Rashid Al Maktoum, Prime Minister of the UAE and ruler of Dubai.

## [ O U R V I S I O N ]

Business Consulting, Training and Outsourcing made easy, simple & effective.

## [ O U R M I S S I O N ]

To provide highest quality of service to our partners & clients through a collaborative approach enabling superior results, at the same time contributing to the community.

## [ O U R V A L U E S ]

Integrity & Innovation | Collaboration & Commitment | Passion & Perseverance

## [ C O N T A C T U S ]

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