



Train to be an  
**International Protocol Specialist**

**Developed by |**  
International Protocol  
Institute of California®

**In partnership with |**  
LEVENBERT ACADEMY  
2016©





# MARIE BETTS-JOHNSON

“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, Cappelino, 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.



**LEVENBERT Academy** 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 six-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). The alternative level-wise completion method allows a participant to complete the program in two levels. The Level 1 or Level 2 participants will be awarded with Certificate of Attendance until completion of both levels.

### ► **Who we are?**

The six-Days certification program (Level I and II) 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.

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# About International Protocol Specialist Certification

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## International Protocol Specialist Six-Day certification program (Level I and II)

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:

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





## Objectives

- To provide a six-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 six-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, twelve core modules, interactive exercises, case studies and power point presentations (All highlighted will be small letters)

## 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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# Training Program Agenda

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## Level 1

### Day 1:

- a. Modern Diplomacy
- b. Professional Presence & Competency

### Day 2:

- a. Diplomatic Leadership
- b. International Relationship Building Skills (Social / Dining Etiquette)

### Day 3:

- a. Global Cross – Cultural Fundamentals
- b. Country-Specific Culture & Protocol: The Middle East / North Africa

## Level 2

### Day 4:

- a. Presentation Skills
- b. Social & Media Image Management

### Day 5:

- a. Diplomatic Negotiations
- b. Turn-Key Solutions to creating an International Relations Office / Division / Department

### Day 6:

- a. Arrival & Departure Systems
- b. Hosting International Dignitaries – Diplomatic Event Planning & Management





## ► 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!



### 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





## ► 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

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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

### Turn-Key Solutions to creating an International Relations / Protocol Department

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Be prepared to create an International Relations / Protocol Department through implementation of the ' Master Checklists System ' created exclusively by IPIIC, to facilitate and expedite your career as the in-house Protocol Specialist.

- International Relations Department
- Systems - Planning & Preparation
- Procedures - Office of Protocol
- State Visit Protocol
- Motorcades
- Precedence & Seating
- Flag Protocol
- Arrival & Departure Procedures
- Hotels
- Press Conferences
- Airport Master





## ► Day 6:

### Arrivals & Departure Systems

- Emphasis on Middle East and North Africa
- Orchestrating a visit from a Head of State
- Role of the Office of Protocol
- Levels of courtesy afforded Information required to expedite entry and departure
- Arrivals / Departures– Courtesies of the Port
- Honors and salutes
- Motorcades
- Security
- Hotels / Accommodations
- Handling the Press / Media
- Airport Master Checklist
- Precedence considerations
- Electronic / E-Mail communications

### Diplomatic Event Management

- Logistics – Event site evaluation
- Orchestrating Receptions
- Informal entertaining
- Formal entertaining
- Invitations and R.S.V.P.s
- The Guest List
- Introducing dignitaries at formal affairs
- Seating considerations are critical to the success of an event



# 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.”

*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.”

*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 and IPIC for that.”

*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 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*



“It was a fantastic program that I have ever come across so far and 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.”

*Yasin Saif Alsawaee*  
VP and Prime Minister Private Secretary - Yemen Govt  
Yemen

*International Protocol Specialist Batch – Dubai - April 2016*



“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*



# 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 give 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 للإستثمار والتطوير - شروق*

*Sharjah Investment and Development Authority - Shurooq*

*Sharjah, UAE*

*International Protocol Specialist Batch – Dubai – December 2015*



“It is one of the special course 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.”

*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.”

*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.”

*Haytham Dabboussy*

*Head of Government*

*Market Development – MENA - Thomsun Reuters*

*Dubai, UAE*

*International Protocol Specialist Batch – Dubai - December 2015*



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# LEVENBERT®

Consultancy Services With Turnkey Implementation Solutions

## Profile

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### [ ABOUT LEVENBERT ]

LEVENBERT is a consultancy firm with a regional network of companies and portable dynamic expertise. Working with local, regional and global clients across different industries to provide consultancy that drives optimal results.

As your business' trusted escort to excellence, we do not stop at high level consultancy and theoretical recommendations, but rather walk with businesses hand in hand through their journey to functionally enduring solutions.

Our slogan "Consultancy Services with Turnkey Implementation Solutions" defines the kind of services we are offering and the way we are working.

Our pledge is never to say its "out of scope". Our clients count on us and their trust is the cornerstone of our credibility.

At LEVENBERT we take pride in putting our expertise at our clients' finger tips as their one of their abiding resources, where we can turn our promises into deliverables.

### [ OUR VISION ]

To be a steadfast, solutions oriented, consulting firm in the region. Leading the way through excellence

### [ OUR MISSION ]

To provide innovative and reliable solutions and services to enable our clients to achieve excellence and exceed all their customers' expectations

### [ OUR VALUES ]

Commitment | Superiority | Delivery | Innovation  
| Partnership

### [ CONTACT US ]

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