

A person in a dark suit is holding a glowing blue globe. The globe is overlaid with a network of white lines and dots, representing global connectivity. The background is a dark, moody image of the person's hands and suit, with a diagonal split between dark and light blue tones.

Train to be an International Protocol Specialist

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International Protocol
Institute of California®

In partnership with |
LEVENBERT ACADEMY
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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 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.

► **Certification**

On completion, graduates will be certified “International Protocol Specialists” and will be licensed to use the copyright materials developed by the International Protocol Institute of California®.

► **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

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

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

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

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.

Training Program Agenda

Day 1:

Modern Diplomacy
Professional Presence & Competency

Day 2:

Effects of Culture on Protocol
Diplomatic Negotiations

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

- 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

- 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



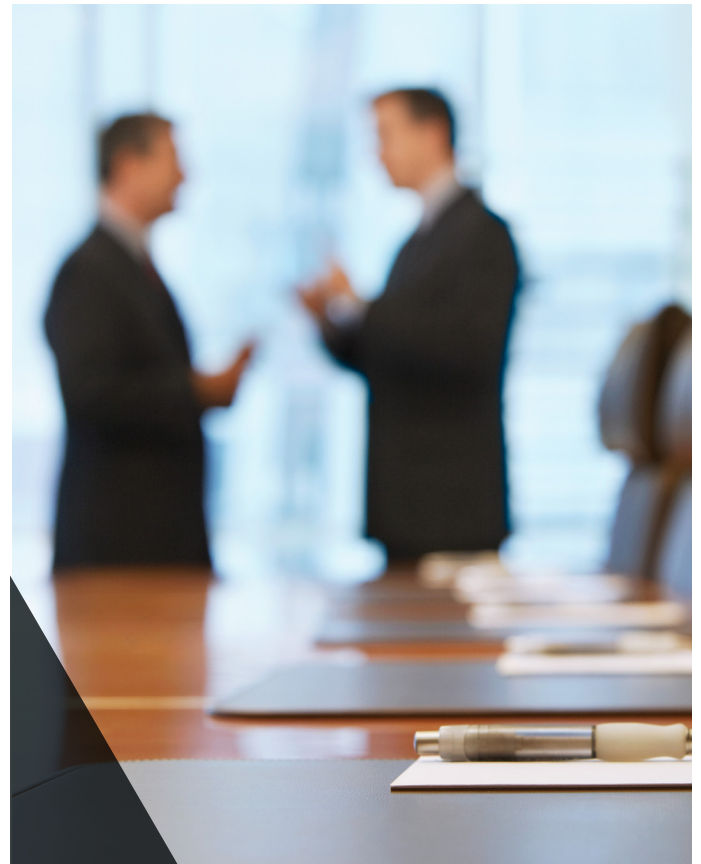
► Day 2:

Effects of Culture on Protocol

- First, understand your own culture
- 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

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



► 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!



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!



► Day 4:

Arrivals & Departure Systems

- 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



► Day 5:

International Socializing and 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



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

“San Diego has seen a tremendous increase in interest and business possibilities from visiting international dignitaries and delegations, who see the possibilities of investing in our City’s economy. It makes sense that we, as a City, must be aware of all aspects of protocol and cultural understanding to make this a productive experience for all concerned. Marie Betts-Johnson gave us more than expected and the City really benefited from learning how to navigate the sensitivities of all aspects of protocol and international relations... thank you!”

Don Giaquinto
Director of Protocol
Mayor Kevin L. Faulconer

“I am extremely impressed with the level of professionalism, enthusiasm, and energy that Marie Betts-Johnson brings to the World Trade Center. She went above and beyond to assist with the visit of His Royal Highness Prince Mired Raad Zeid Al-Hussein of Jordan. Her expertise in international protocol is reflected in every goal she accomplished for our firm. Her dynamic, yet efficient, promotion of international trade makes the World Trade Center’s services truly invaluable.”

J. Isaacs,
Esq. Stephens & Isaacs, Attorneys at Law

“Marie, Your Seminar was the highlight of the Induction Program for our Resident Coordinators. Their job, to fulfill the UN Mandates at Post, will be challenging in and of itself. But, your excellent training program will definitely assist them in understanding the cultural, diplomatic and social aspects when dealing with dignitaries and citizens of their host countries. Thank you again for an excellent program!”

J. Olweya,
Ph.D, United Nations, New York

“The Protocol Program was extremely informative and well organized. The content was much broader than expected. I especially enjoyed the interactive presentations and how the presenter Marie Betts-Johnson engaged the participants in the discussions. I came away with a deeper understanding of the effects of culture on protocol and the knowledge I gained will be most beneficial, especially when hosting and negotiating with international clients and delegations. Also, I am now more cognizant of the cultural diversity as I interact with my staff and colleagues. I would highly recommend this program to anyone who is representing their company or organization in the global arena.”

Thanks,
Hasan Yousef, Deputy Director
Right of Way Coordination Division

LEVENBERT®

Consultancy Services With Turnkey Implementation Solutions

Profile

[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

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