



Train to be an International
Protocol Specialist

5- Day Certification Program

International Protocol Institute of California®

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MARIE BETTS-JOHNSON

“High Personal Impact”

Protocol 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.

The International Protocol Institute of California® now has offices in Dubai, where she is partnering with the Levenbert Training Academy, to present protocol programs to government officials, dignitaries and business professionals in Dubai and the Gulf region.



The International Protocol Institute of California, provides customized, solution-based training programs 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 out-come 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 five-day certification program 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 the International Protocol Specialist Training

INTERNATIONAL PROTOCOL SPECIALIST 5-DAY TRAINING 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



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, eight 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 business executives, diplomats, government officials, protocol professionals, military personnel, non-governmental organizations, 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:

Diplomatic Leadership
International Relationship Building Skills
(Social / Dining Etiquette)

Day 3:

Presentation Skills
Social & Media Image Management

Day 4:

Cross-Cultural Fundamentals
Diplomatic Negotiations

Day 5:

Arrival & Departure Systems
Create an International Relations
Department
Hosting International Dignitaries –
Diplomatic Event Planning & Management



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:

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:

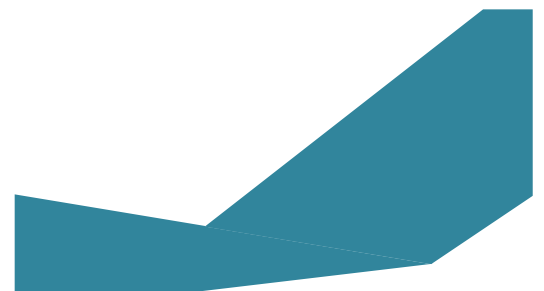
Presentation Skills that Impress

- 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!



Your 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:

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
- Cross-Cultural gaffes to avoid



Diplomatic Negotiations

- Understand the impact of culture on successful negotiations
- Choose 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 non-verbal messages



► Day 5:

Arrivals & Departure Systems

- Orchestrate a visit from a Head of State
- Role of the Office of Protocol
- Levels of courtesy afforded
- Tools to create an International Relations Department System
- 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

San Diego has had 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."

Thank you,
Hasan Yousef, Deputy Director
Right of Way Coordination Division

Testimonials



“I gained a lot of information (from the programme). I will share the knowledge and start implementing it and the course was very well organized.”

*Reem Al Bardan,
Director of Human Resources,
SHUROOQ*

“Well done, excellent course. Gained a lot of practical knowledge and great tips.”

*Dr. Muna Tahlak,
CEO, Latifa Hospital*

“It presented a clear picture about the protocol in the world. The course content was very good and was presented in a clear logical way. I enjoyed the course very much... great in fact.”

*Mr. Hamad Al Shamsi,
Government Relations Senior Specialist,
Mohamed Bin Zayed Al Nahyan Office*



REGISTRATION:

<http://mbjprotocol.com/register/>

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