



INTERNATIONAL PROTOCOL
INSTITUTE OF CALIFORNIA®

Master Class

Executive Presence, Leadership and
International Relations





MARIE BETTS-JOHNSON

“High Personal Impact”

Protocol The Backdrop for Peace

Marie Betts Johnson, Director and Founder of **The International Protocol Institute of California®**. Established in 1989, IPIC has designed and delivered hundreds of protocol, diplomacy and cross-cultural relations programs to corporations, organizations and entrepreneurs across all industries in the United States and internationally, including the United Nations, Gucci, IBM, Pfizer Inc., Johnson & Johnson and University of California, San Diego.

This wealth of knowledge has culminated in their “**Train to be an International Protocol Specialist**” 5-Day intensive certification program, which has received outstanding reviews from participants ranging from Chiefs of Protocol from Royal Courts to leaders of industry in the MENA

Her role as **Director of International Relations for the World Trade Center San Diego**, California gave her an outstanding opportunity to utilize her protocol expertise to manage complex visits from high level dignitaries and delegations to San Diego, ensuring a world-class experience, resulting in tremendous growth to the local economy.

Her interest in the protocol industry was inspired while on the Royal Staff of the His Majesty, the late King Hussein of Jordan and Her Majesty, Queen Noor of Jordan. This gave her the opportunity to meet and interact with dignitaries and royalty from all over the world.

Ms. Betts-Johnson’s goal is to foster international relations through the power of protocol and cross-cultural understanding.



Shaping tomorrow's leaders today!

What you will gain:

- Credibility when applying for positions with international corporations / organizations.
- Essential qualities of executive presence and competency.
- In-depth knowledge of international relations, protocol and diplomatic leadership.
- Top-notch presentation skills and powerful media image.
- Cross-Cultural fundamentals that influence business decisions and strategic negotiations.
- Expertise to become the in-house protocol and cross-cultural expert within your company.
- Credentials to be considered for fast-track promotion in your industry.

Objectives

- To provide a useful and valuable experience featuring contemporary and correct International relations expertise, protocol, diplomacy and cross-cultural fundamentals.
- Provide experiences that foster self-discovery and develop the personal and professional skills needed for successful interactions in diverse global communities.
- Engage participants in experiences that ignite personal investment in the ongoing successes of globalization and diplomacy.

Allow us to customize your exclusive program. We coach executives, diplomats, entrepreneurs, new hires, recent graduates, public relations/marketing professionals, universities, organizations, to excel in all areas of business both in the United States and Internationally.

Module 1:

- You are a Diplomat of your Company and your Country!
- Professional Presence and Competency

Module 2:

- Lead like a Diplomat
- Relationship Building and Social Skills

Module 3:

- Powerful Presentations
- Your Media Image

Module 4:

- Cross-Cultural Fundamentals
- Business Strategies, Negotiations and Conflict Resolution

Module 5:

- Hosting International Clients, Guests and Delegations
- Planning a World-Class Event

Module 6:

- Country Specific Series
Doing Business in the Middle East, Europe, United States and Asia



Testimonials



"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.O., United Nations, New York.



"I can't thank you enough for the beautiful job you did on our special etiquette event for UCSD graduate students. You were gracious, not only in your presentation but also in your coordinating efforts. You truly embody what you teach. Thank you also for bringing your own visual effects, and for providing the well written publicity pieces and the useful workbook."

- M. S., University of California, San Diego.



"I recently returned from a European business trip and cannot thank Marie enough for preparing me to interact with clients at the highest level. The confidence I gained from knowing what to do and when to do it, in both business and social settings, was invaluable to me. I would highly recommend her services to individuals or companies who would benefit from one-on-one coaching on her Executive Presence Program."

- L.M., Sempra Energy, San Diego, CA.



"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."

Dubai - Train to be an International Protocol Specialist Program.

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



"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."

Dubai - Train to be an International Protocol Specialist Program.

Haytham Dabboussy, Head of Government Market Development - MENA, Thomas Reuters, Dubai UAE



CONTACT US

Telephone: +1 (858) 259-8302

E-Mail: mbj@ipicalifornia.com

Website: mbjprotocol.com