



# Protocol, Etiquette & Situational Crisis Management

5 Day Conference  
Designed for UN Agencies, Public & Private Sector



24-28 February 2020 | 11-15 May 2020  
The Capital On The Park Hotel, 101 Katherine Street, Sandown, Sandton,  
Johannesburg, South Africa

24 -28 May 2020 | 16-20 August 2020 | 11-15 October 2020  
Grand Excelsior Hotel Deira (Formerly Shelton Hotel), Al Muteena Street,  
Deira, Dubai, UAE

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## Overview

It is one thing to understand the rules of international protocol that are intended to maintain courtesy and politeness in international affairs between governments, international organisations and their officials as well as between corporations, companies and their representatives, and another thing to be caught up in an awkward protocol situation.

**This five-day comprehensive training provides expert instruction, guided exercises and coaching that provides a thorough foundation in the fundamentals of strategies for Situational Crisis Management to handle protocol mistakes that can go a long way in causing long-lasting embarrassment.**

**Without the knowledge to manage Situational Crisis Management the potential for catastrophic errors and misunderstandings weighs heavily on the shoulders of those responsible. Participants will gain a broad understanding of functional ways to handle embarrassing situational crisis to elevating confidence, preparedness and professionalism.**

## Learning Outcomes

Upon completing this highly rigorous activity-based event, each participant will be able to manage embarrassing situational crisis and enhance their Professional Image, Professionalism, Civility, Business Etiquette, Conversation skills, Networking Skills, Mingling Skills, Dining Etiquette, Customer Service Skills and Presentation Techniques be able to:

- Enhanced skills for planning, coordinating and participating in conferences and other events at the international level
- Enhanced professional communication style
- Sharpened knowledge of international business and diplomatic protocol
- Enhanced diplomatic use of language
- Refined professional public image
- Increased self-confidence in public relations
- Intensified ability to work in a multicultural environment
- Better understanding of international protocol and personal diplomacy
- Increased proficiency and competence in various forms of corporate and diplomatic communication
- Polished diplomatic etiquette and formal social etiquette including the fine points of dining etiquette
- Increased self-confidence in official, formal and informal contacts
- Perfected understanding of formal and informal dress, including evening attire
- Enhanced ability to work in an international environment and understanding key elements of cross-cultural communication

## Training Methodology

- We will use a combination of interactive scenario activities, group and individual exercises, case studies, role plays, videos and discussions along with formal inputs.

## Target Audience

The event is designed for UN Agencies, Public and Private Sector:

- Government and Industry Protocol Officers
- Communications Personnel
- Protocol Officers
- Public Relations Consultants
- Practicing Diplomats

- Marketing and Sales Representatives
- Private Consultants
- Customer Relations Personnel
- Human Relations Consultants
- Administrative Professionals
- Personal Assistants and Secretaries
- Meeting and Special Events Professionals
- Business Executives and Managers
- International and Regional Organizations Staff
- Interpreters
- Drivers
- Those whose profession requires communicating and socialising in the global marketplace
- Those who wish to sharpen, refresh and expand their knowledge on the international protocol in business and diplomacy

## Day One

### Protocol Officer Responsibilities

Content	Practical Activities	Situational Crisis Management Scenarios
Problem Solving Skills	✓	✓
Decision Making	✓	✓
Organizing International Conferences and Meetings	✓	✓
Planning and Organizing Receptions	✓	✓
Achieving Objectives of Targeted Appointees	✓	✓
Developing and Maintaining Contact Lists	✓	✓
Invitations Social Affairs and Gifting	✓	✓
Anticipating and Managing Stakeholder Needs	✓	✓
Calendar Management	✓	✓
Conflict Management	✓	✓
Drawing Up Programs	✓	✓
Professional Support Skillset	✓	✓
Supervision of Other	✓	✓
Time Management	✓	✓

### Professionalism, Civility and Business Etiquette

Content	Practical Activities	Situational Crisis Management Scenarios
How to Stand Like a Lady	✓	✓
How to Stand Like a Gentleman	✓	✓
When to Sit or Stand	✓	✓
How to Sit Like a Lady	✓	✓
How to Sit Like a Gentleman	✓	✓
Get in and out of a Car Like a Lady	✓	✓
How to Walk Up and Down Stairs	✓	✓
How to Decline Politely Someone's Advances	✓	✓

How to Set Up a Tea Tray	✓	✓
How to Hold Your Glass and Plate When Socialising	✓	✓
How to Speak to More Than One Person	✓	✓
Acts of Kindness and Respect	✓	✓
Conducting Meetings	✓	✓
Powerful First Impressions	✓	✓
Conversation Skills	✓	✓
Interpersonal Communication	✓	✓
Working Effectively with People	✓	✓
Courteous Treatment of Guests	✓	✓
Personal and Professional Space	✓	✓
Entering Elevators, Walking through Doorways, and More	✓	✓
Projecting a Positive Attitude	✓	✓
Projecting a Professional Image	✓	✓
Acting as the Organisations Representative	✓	✓

## Customer Service

Content	Practical Activities	Situational Crisis Management Scenarios
Listening	✓	✓
Assessing the Customer's Needs	✓	✓
Body Language and Other Forms of Nonverbal Communication	✓	✓
Professional Dress	✓	✓
Professional Courtesy	✓	✓
Attitude Fine-tuning	✓	✓
Engaging the Customer	✓	✓
Paying Attention	✓	✓
Avoiding Long Waits	✓	✓
Teamwork	✓	✓
Handling the Smallest Details	✓	✓
Finishing Touches	✓	✓

## Day Two

### Personal Etiquette & Situational Crisis Management

Content	Practical Activities	Situational Crisis Management Scenarios
Basic Social Etiquette	✓	✓
The Qualities of Presence	✓	✓
Self Esteem	✓	✓
Body Language	✓	✓
Eye Contact	✓	✓
Building Rapport	✓	✓
Preparing for Meetings	✓	✓

Attending Meetings	✓	✓
Cultural Etiquette	✓	✓
First Impressions and Making an Entrance	✓	✓
Improving Mingling Proficiency	✓	✓
Choosing a Group	✓	✓
Handshaking	✓	✓
Small Talk	✓	✓
Telephone and Email Etiquette	✓	✓
<b>Forms of Address and Titles</b>		
<b>Content</b>	<b>Practical Activities</b>	<b>Situational Crisis Management Scenarios</b>
Courtesy Title Distinctions	✓	✓
Complimentary Close in Correspondence	✓	✓
Honors, Decorations and Medals	✓	✓
Military Titles	✓	✓
Royalties and Foreign Titles	✓	✓
Forms of Address for State and Local Governments	✓	✓
<b>Format for Introductions and Responses</b>		
<b>Content</b>	<b>Practical Activities</b>	<b>Situational Crisis Management Scenarios</b>
Format for introduction and samples	✓	✓
Precedence of introduction	✓	✓
Rank and Status Awareness and Forms of Address	✓	✓
<b>Conversation, Networking and Mingling Skills</b>		
<b>Content</b>	<b>Practical Activities</b>	<b>Situational Crisis Management Scenarios</b>
Establishing Your Presence	✓	✓
Using Your Contacts	✓	✓
Making Connections	✓	✓
Meeting People	✓	✓
Wearing a Name Badge	✓	✓
Initial Interactions	✓	✓
Setting Goals	✓	✓
Topics for Conversation	✓	✓
Starting, Continuing and Ending Conversations	✓	✓
Remembering Names	✓	✓
Business Card Etiquette	✓	✓
Conversation Taboos	✓	✓
After Event Follow Up	✓	✓
<b>Communication Strategies</b>		
<b>Content</b>	<b>Practical Activities</b>	<b>Situational Crisis Management Scenarios</b>

What is Communication?	✓	✓
Understanding Communication Barriers	✓	✓
An Overview of Common Barriers	✓	✓
Language Barriers	✓	✓
Cultural Barriers	✓	✓
Paraverbal Communication Skills	✓	✓
The Power of Pitch	✓	✓
Non-Verbal Communication	✓	✓
Listening Skills and Ways to Listen Better	✓	✓
Understanding Active Listening	✓	✓
Asking Good Questions and Appreciative Inquiry	✓	✓
Mastering the Art of Conversation	✓	✓
Advanced Communication Skills	✓	✓

## Day Three

### Diplomatic Negotiation Skills

Content	Practical Activities	Situational Crisis Management Scenarios
Understanding Negotiation	✓	✓
Skills for Successful Negotiating	✓	✓
Establishing Common Ground	✓	✓
Creating a Negotiation Framework	✓	✓
The Negotiation Process and How to Bargaining	✓	✓
Creating a Mutual Gain Solution	✓	✓
Reaching Consensus	✓	✓
Building an Agreement	✓	✓
Dealing with Difficult Issues	✓	✓
Dealing with Personal Attacks and Controlling Your Emotions	✓	✓
Negotiating Outside the Boardroom	✓	✓
Negotiating via Telephone	✓	✓
Negotiating via Email	✓	✓
Negotiating on Behalf of Someone Else	✓	✓
Dealing with Tough Questions	✓	✓

### Communication Etiquette

Content	Practical Activities	Situational Crisis Management Scenarios
Acts of Kindness and Respect	✓	✓
Conducting Meetings	✓	✓
Powerful First Impressions	✓	✓
Conversation Skills	✓	✓
Interpersonal Communication	✓	✓

### Public Speaking

Content	Practical Activities	Situational Crisis Management Scenarios
Identifying Your Audience	✓	✓
Performing a Needs Analysis	✓	✓
Creating an Audience Profile	✓	✓
Identifying Key Questions and Concerns	✓	✓
Creating a Basic Outline	✓	✓
Organizing the Program	✓	✓
Establishing Credibility	✓	✓
Writing Your Presentation	✓	✓
Adding a Plan B	✓	✓
Overcoming Nervousness	✓	✓
Preparing Mentally	✓	✓
Physical Relaxation Techniques	✓	✓
Appearing Confident in Front of the Crowd	✓	✓
Delivering Your Speech	✓	✓
Starting Off on the Right Foot	✓	✓
Using Visual Aids	✓	✓
Checking the Volume of Your Voice	✓	✓
Ground Rules	✓	✓
Answering Questions That Sound Like an Attack	✓	✓
Dealing with Complex Questions	✓	✓

## Day Four

### Professionalism, Civility, and Business Etiquette

Content	Practical Activities	Situational Crisis Management Scenarios
Acts of Kindness and Respect	✓	✓
Conducting Meetings	✓	✓
Powerful First Impressions	✓	✓
Conversation Skills	✓	✓
Interpersonal Communication	✓	✓
Working Effectively with People	✓	✓
Courteous Treatment of Guests	✓	✓
Personal and Professional Space	✓	✓
Entering Elevators, Walking through Doorways, and More	✓	✓
Projecting a Positive Attitude	✓	✓
Projecting a Professional Image	✓	✓
Acting as the Organisations Representative	✓	✓
When to Sit or Stand	✓	✓

### Seating Protocol and Order of Precedence

Content	Practical Activities	Situational Crisis Management Scenarios
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English Meeting Seating Plan	✓	✓
French Seating Protocol	✓	✓
Negotiations and Meeting with Two Leaders Seating Plan	✓	✓
Guest and Host Are the Same Rank Seating Plan	✓	✓
Hosting Is Higher Ranking Than the Guest Seating Plan	✓	✓
Guest and Host Seating Precedence	✓	✓
Roundtable Seating Plan	✓	✓
Signing Ceremony Seating Plan Including Background and Table Flag Placements	✓	✓
Car Seating Protocol	✓	✓

### Dinning Etiquette

Content	Practical Activities	Situational Crisis Management Scenarios
Holding a knife, fork and spoon	✓	✓
Glasses	✓	✓
Plates	✓	✓
Napkins	✓	
Candles	✓	
Flowers	✓	
Wine	✓	✓
Eating specific foods	✓	✓

## Day Five

### Planning and Organizational Skills

Content	Practical Activities	Situational Crisis Management Scenarios
Understanding How to Prioritize	✓	
Scheduling Your Time	✓	
Having and Managing a Master Calendar	✓	
Removing or Limiting the Time Wasters	✓	
Coping with Things Outside of Your Control	✓	✓
Use a Day Planner	✓	
Finishing What You Start	✓	
Tools to Fight Procrastination	✓	
Organizing Your E-mail Inbox	✓	
Avoid the Causes of Disorganization	✓	

### Planning Official VIP Visits

Content	Practical Activities	Situational Crisis Management Scenarios
Travel arrangements of VIPs visits	✓	✓
Accommodation & air travel requirements	✓	✓
Types of travel & standard room	✓	✓



VIP plane and vehicle boarding	✓	✓
Types of vehicles required	✓	
Prior briefing of VIP drivers and State Security personnel	✓	✓
Prior arrangements of Publicity and Media coverage	✓	✓
Prior arrangements with parties involved	✓	✓
Prior arrangements with interpreters if necessary	✓	✓
<b>Protocol During VIP Visits</b>		
<b>Content</b>	<b>Practical Activities</b>	<b>Situational Crisis Management Scenarios</b>
Definition of State Visit	✓	
Types of State visit welcoming ceremonies	✓	
Honor Guards and Parades	✓	
Playing of National Anthem by a Military Band	✓	
A 21-Gun Salute	✓	
Exchange of gifts between foreign Head of State & the Head of State of hosting the State Visit	✓	✓
State Dinner	✓	
A visit to National Legislature, National Landmarks and Cultural Events Celebrating	✓	
<b>Effective Crisis Management Skills in Protocol</b>		
<b>Content</b>	<b>Practical Activities</b>	<b>Situational Crisis Management Scenarios</b>
What to do when protocol has been breached	✓	✓
What is a crisis in protocol?	✓	✓
Different types of crisis at events	✓	✓
Establishment of a crisis center	✓	✓
Risk assessment and management of potential crisis at events	✓	✓
Diplomatically dealing with a crisis when protocol has been breached	✓	✓
Sources of crisis - externally and internally induced	✓	✓
The art of escalating a crisis	✓	✓
<b>Flag Protocol</b>		
<b>Content</b>	<b>Practical Activities</b>	<b>Situational Crisis Management Scenarios</b>
When to hoist and lower the National flag	✓	✓
How to hoist and lower the National flag	✓	✓
What is the right condition of National flag to be hoisted	✓	✓

How to identify the right National flag for a particular Nation	✓	✓
How visible is the hoisted National flag?	✓	✓
In company with other national flags	✓	✓
When the National Flag is flown outdoors in company with the national flags of other countries, rules always apply	✓	✓
Correct placement of National flag in company with National flags of other countries	✓	✓
Learn which flag is hoisted first and which one is hoisted last	✓	✓
The UN Flag	✓	✓



# Berlington

## Protocol, Etiquette & Situational Crisis Management

5 Day Conference

### Registration Form

<b>Johannesburg Conferences Option</b>		<b>Dubai Conferences Option</b>	
<input type="checkbox"/> 24-28 Feb 2020 <input type="checkbox"/> 11-15 May 2020 The Capital On The Park Hotel, 101 Katherine Street, Sandown, Sandton, <b>Johannesburg, South Africa</b>		<input type="checkbox"/> 24 -28 May 2020 <input type="checkbox"/> 16-20 Aug 2020 <input type="checkbox"/> 11-15 Oct 2020 Grand Excelsior Hotel Deira (Formerly Shelton Hotel), Al Muteena Street, Deira, <b>Dubai, UAE</b>	
<b>Johannesburg Fee Option</b>		<b>Dubai Fee Option</b>	
<input type="checkbox"/> <b>Option 1:</b> US\$ 3,650 Per Delegate For 5 Day conference including training material, lunch and limited refreshment plus 6 nights hotel bed and breakfast and round-trip airport shuttle.		<input type="checkbox"/> <b>Option 1:</b> US\$ 4,400 Per Delegate For 5 Day conference including training material, lunch and limited refreshment plus 6 nights hotel bed and breakfast and round-trip airport shuttle.	
<input type="checkbox"/> <b>Option 2:</b> US\$ 2,600 Per Delegate For 5 Day conference including training material, lunch and limited refreshment.		<input type="checkbox"/> <b>Option 2:</b> US\$ 3,000 Per Delegate For 5 Day conference including training material, lunch and limited refreshment.	
<b>Organization Details</b>			
Organization Name: .....			
<b>Delegate 1</b>		<b>Delegate 2</b>	
Name: .....		Name: .....	
Position: .....		Position: .....	
Email: .....		Email: .....	
Office #: .....		Office #: .....	
Mobile #: .....		Mobile #: .....	
<b>Delegate 3</b>		<b>Authorizing Manager</b>	
Name: .....		Name: .....	
Position: .....		Position: .....	
Email: .....		Email: .....	
Office #: .....		Office #: .....	
Mobile #: .....		Mobile #: .....	
<b>Payment Method – Electronic Transfer</b>		<b>Registration is not valid without a Signature</b>	
<b>Bank:</b> First National Bank (South Africa) <b>Account Name:</b> Berlington Management Training (Pty) Ltd <b>Account No.:</b> 62494430011 <b>Branch Code:</b> 250655 <b>Swift Code:</b> FIRZAJJ		..... <b>Signature</b>	
		..... <b>Date</b>	

**Email completed Registration Form to [conferences@berlington.co.za](mailto:conferences@berlington.co.za)**

#### Terms and Conditions

Payment Terms: Payment must be completed 7 days from the date of invoice. Admission to event is dependent on the completion of full payment. Event Changes: For reasons beyond our control, the timing, content and speakers of an event may be altered. In the event that our event is postponed or cancelled, participant payments will be credited to any future Berlington event (such credits are available for a year). Berlington is absolved from and indemnified against any loss or damage as a result of any cancellation, postponement, substitution or alteration arising from any cause whatsoever. Participant Cancellations: All cancellations must be received by Berlington in writing. Cancellations received in writing more than 21 working days prior to the event being held will attract a 50% cancellation fee. Should cancellations be received between 15 working days and the date of the event, the Conference fee is payable and non-refundable. Non- payment and non-attendance does not constitute cancellation. No show will be charged the full registration fee. Cash alterations will not be offered, however substitutes at no extra charge are welcome. Any cancellations received less than 15 working days before the event start-date do not entitle the participant to a refund or credit note and the full fee must be paid. None attendance without notification is treated as cancellation with no entitlement to any refund or credit.