



Institute for Capacity Development (ICD)

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Protocol Procedures and Diplomatic Etiquette

Course Objectives

Upon completion of the programme, the participants will be able to:

- Identify the role of public relations in institutional service delivery
- Describe the internal and external public relations techniques and tactics
- Observe protocol procedures in official diplomacy
- Understand planning requirements and effective Public relations
- Identify key concerns in designing and managing public relations programs.
- Examine how organizations can best anticipate and respond to issues and crises.
- Sharpen public relations strategic thinking, writing and management skills.

Target Groups

- Office Administrators
- Attachés
- Secretaries
- Country representatives
- Consular Staff
- Minister Assistants and private secretaries

Course Outline

- General Management skills
- Form and structure of government
- Government and country to country relations
- Public diplomacy and Protocol procedures
- Understanding National Symbols and their Significance
- Public Relations Communication Tools, and Techniques
- Guidelines for hospitality
- Protocol training and Service
- Official Forms of Address and Titles
- Message dissemination
- Impact of action and information systems on communication
- Evaluating results of action and communication activity against desired outcomes
- Workplace behaviour
- Foundation of good relations in international relations

- Community relations and outreach
- Diplomacy, etiquette & PR
- Observing international protocol
- Planning and organising official visits
- Event coordination
- Facility design
- Logistics and security
- Media and public relations
- Protocol and cultural issues
- Seating at Formal Dinners and Banquets
- Global Dinning Etiquette
- Gift Policies
- Interacting with VIPs
- Etiquette of the Telephone
- Diplomatic Occasions
- Dress Codes
- Ethnic and Religious “Hot Spots”
- PR Planning
- IT Skills
- Action planning

Dates: 04th – 15th December 2017

Duration: 2 weeks

Course Costs: US\$3350

Venue: Pretoria, RSA