



Institute for Capacity Development (ICD)

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Travel and Protocol Procedures

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
- 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.
- Determine the formalities and rules applicable for visa arrangements and processing

Target Groups

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

Course Outline

- General Management Principles and Skills
- Public diplomacy and Protocol procedures
- Public Relations Communication Tools, and Techniques
- Understanding National Symbols and their Significance
- Foundation of good relations in international relations
- Community relations and outreach
- Diplomacy, etiquette & PR
- Official Forms of Address and Titles
- Seating at Formal Dinners and Banquets
- Global Dining Etiquette
- Gift Policies
- Interacting with VIPs

- Etiquette of the Telephone
- Diplomatic Occasions
- Dress Codes
- Observing international protocol
- Planning and organising official visits
- Event coordination
- Facility design
- Logistics and security
- Media and public relations
- Protocol and cultural issues
- Ethnic and Religious “Hot Spots”
- Guidelines for hospitality
- PR Planning
- Travel Budgeting
- Visa and Immigration Formalities
- Business Travel Requirements
- Immigration Regulations and Requirements
- General Travel Management
- Booking Arrangement
- Hotel Reservation
- Airline Reservation
- Relation with Embassies and Ministries
- Understanding International Airline Ticketing and Flight Schedules
- Action planning

Dates: 05th – 16th December 2022

Duration: 10 days

Course Costs: US\$3150/delegate

Venue: Kigali, Rwanda