



Algonquin College Forges Partnership With The Protocol School of Washington

AC and PSOW create three day workshop, "Protocol for the Canadian Professional"

(Ottawa, August 26, 2014) Key officials from Algonquin College and The Protocol School of Washington (PSOW) have officially signed a Memorandum of Understanding (MOU) to establish special educational programs that support and develop the skills of Algonquin College alumni, especially those from Hospitality and Tourism programs, professionals from the public sector, or those working in fields where a refined knowledge of international protocol is important.

The MOU was signed by Algonquin College President Cheryl Jensen; and Ms. Pamela Eyring, President, The Protocol School of Washington in the presence of representatives from the two institutions.

Commenting on the occasion, Altaf Sovani, Chair, School of Hospitality and Tourism said, "This partnership is another step in Algonquin College's efforts to meet the professional needs of College students and alumni working hands-on in the hospitality and tourism industry. We invited The Protocol School of Washington to form this educational alliance due to their research and experience in international protocol training. They are the only accredited institution in the USA teaching these important skills."

For her part, Pamela Eyring, President, The Protocol School of Washington said, "It is an honor to collaborate with such a prestigious Canadian college – one who acknowledges the benefits of protocol and etiquette training. Algonquin is renowned for hospitality and tourism management, with successful graduates all over the world. Our new program, *Protocol for the Canadian Professional*, will cover working in cross-cultural situations, personal diplomacy, body language, Canadian

business protocol including precedence, seating, titles and forms of address, flag courtesy, gift giving and event logistics. We are truly looking forward to offering this workshop in October and other training programs in the future.”

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About Algonquin College - www.algonquincollege.com:

The mission of Algonquin College of Applied Arts and Technology is to transform hopes and dreams into skills and knowledge, leading to lifelong career success. Algonquin College does this by offering hands-on, digitally connected applied learning in over 185 programs. Based in Canada’s capital, the Ottawa Valley, and Saudi Arabia, Algonquin College is the largest polytechnic institute in Eastern Ontario with 18,000 full-time and 37,000 part-time and online registrants.

About Protocol School of Washington - www.psow.edu

The Protocol School of Washington (PSOW) was the first school to offer business etiquette and international protocol training in 1988, is the first and only nationally-accredited business etiquette, image, and international protocol school in the USA training those in the corporate and non-profit world, academia, the military and government. PSOW is the acknowledged leader in its field with nearly 4,000 graduates from 68 countries and is renowned for their expert trainers who hail from The White House, the Disney Institute, The Hague, the military, international academia, and corporate America. Students travel to take PSOW courses from countries as far away as Bulgaria, Canada, China, the United Kingdom, Ghana, India, Saudi Arabia, Switzerland, and the Caribbean.