



## **The Protocol School of Washington®**

### **FOR IMMEDIATE RELEASE**

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### **FIRST-EVER 20-WEEK PROTOCOL COURSE COMPLETED IN ABU DHABI:**

### **TAUGHT BY THE PROTOCOL SCHOOL OF WASHINGTON®,**

### **SCHOOL OPENS AN OFFICE IN DUBAI, ITS FIRST OUTSIDE THE USA**



DUBAI, UAE, SEPTEMBER 12, 2012 - This July, The Protocol School of Washington® (PSOW), leader in protocol and etiquette training in the USA since 1988, had the honor of graduating 38 Emirati students who successfully completed PSOW's "Presidential Protocol Certificate Program," the first-ever 20-week protocol officers course which was held in Abu Dhabi. The ground-breaking course (which ran from February 26 to July 13, 2012) takes protocol officers training to a new level in the UAE. The course marks the first time young, and mostly inexperienced, Emirates have been trained in introductory business skills-to-high-level protocol operations: an increasingly important skill-set for Emirates to

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master. The students (of which more than one-third were female) ranged in age from 18 to 30. The Emirati graduates, who completed 3 terms: Introduction to Protocol (7 weeks), Protocol Foundations (7 weeks), and Presidential Protocol (6 weeks), are now eligible for hire as protocol officers within the UAE and abroad. “We began our first session studying the history of the Gulf and UAE Protocol and the core skills needed in order to be successful to work in this career field. Due to the lack of workplace experience, emphasis was put on basic business skills such as discipline, time management, listening and communication skills. The students learned how to use the UAE’s customs and courtesies to treat others with respect and hospitality,” said PSOW President Ms. Pamela Eyring, who lead the design and implementation of the five-month course. “By the time the students graduated they were knowledgeable in how etiquette impacts customer service, the principals of professionalism, managing VIP visits, international flags, and high-level protocol procedures to support a visit by an international head of state and delegation. The transformation of these students was incredible to observe. These students were hungry to learn and accepted the challenges we gave them with enthusiasm and grace. I am so proud they are graduates of our school,” added Ms. Eyring.

### **Fast-Tracking The Careers of Young Emirates**

The Protocol School of Washington’s “Presidential Protocol Certificate Program” equips the 38 young Emirates with the skills necessary to work as protocol officers in government, for multi-international companies, in finance and in the world of academia – at home and abroad. PSOW (recognized worldwide as the best in the industry and accredited through The Accrediting Council for Continuing Education & Training (ACCET), officially recognized by the U.S. Department of Education) literally created the wheel with the “Presidential Protocol Certificate Program.” The school took their International Protocol Managers Training course and made it more extensive by adding introductory business curriculum and then incorporated foundational (and advanced) protocol officer’s curriculum as a way to customize the course for the UAE students. Saif Ali Qaed AlHarbi, a 23 year old graduate said: “The instructors were very professional and their knowledge of protocol enhanced my understanding of the field. The program boosted my morale, and my confidence, in dealing with, and communicating with, people from every quarter of life.”

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**“WHAT THE GRADUATES HAVE TO SAY”**

**Sadika Abdull Aziz AlMulla (22 year old)**

“I learned many things and not just about a protocol officer’s job but the effect protocol has on my life and behavior. I liked everything in the program because all the different parts of the material complemented the other parts. I’ve also become more confident about myself.



**Mohammed Jasem Obid AlZaabi (22 year old)**

“The program helped us (students) understand the world around us and helped us see things from another perspective. I learned to communicate with people in a more respectful way and to understand their situation before I connect with them.”



**Saif Ali Qaed Saleh AlHarbi (23 year old)**

“The instructors were very professional and their knowledge of protocol enhanced my understanding of the field. The program boosted my morale and my confidence when dealing with, and communicating with, people from every quarter of life.”



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**Aisha Hassan Ahmed AlSuwaidi (25 year old)**

“The knowledge that I took away has had a big impact on my life. I’ve started to notice the details around me regarding protocol and etiquette. Also, the program was offered by professionals with different expertise who taught us everything about the field.”



(September 2012)

**PSOW Launches Regional Office in the UAE**

PSOW began training in the UAE in 2009 (with its International Protocol Managers Training Certificate Program), and since then has conducted their courses under the patronage of the Protocol Department – Dubai including their newest offering - Advanced International Protocol Course. In June, the school established a permanent presence in the UAE by establishing a Regional office in Dubai (it’s first outside of the USA) under the direction of Mr. Saeed Al-Salkhadi (born and raised in Abu Dhabi) who received his M.Sc in Engineering Management from the American University of Sharjah, UAE and his MBA in International Marketing from the American University in Dubai, UAE.

“Because the UAE has grown so quickly in the past two decades, and the Emirati people have a natural drive for excellence in everything they do, the number of our trainings kept accelerating. The next logical step was opening an office there,” said Ms. Eyring who added: “Because the UAE hosts so many special events, from internationally-attended sporting events to presidential visits, the need to understand, and work with other cultures has also grown.” The centrally-located UAE, considered the safest place in the Middle-East, has been host to such high-profile events as the *Formula One Race*, *Dubai World Cup Horse Race*, and *World Future Energy Summit*, to name a few.

“The Emirati people are known for their hospitality and graciousness and the Protocol School of Washington gives people the opportunity to display civility and respect for others regardless of their

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position or cultural orientation. Being in Dubai was a natural fit,” said Mr. Al-Salkhadi who added: “It is my honor to join a world-class organization such as the Protocol School of Washington. The role of the Regional office in Dubai is to expand the exposure of the school to the regional countries in the Middle East and to be closer to our potential Government and Private Clients.”

The Protocol School of Washington was founded in 1988 by Ms. Dorothea Johnson (former protocol advisor to The Joint Military Attaché School, Washington, DC) because she saw a need for business etiquette training based on an expanding global economy that required cultural and social skills for conducting business. PSOW is the first school to offer business etiquette training and today it is the first and only nationally-accredited business etiquette, image, and international protocol school in the USA with nearly 4,000 graduates from 58 countries. PSOW is renowned for its expert trainers who hail from The White House, the Disney Institute, The Hague, the military, international academia, and corporate America.

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## **The Protocol School of Washington®**

**Saeed Al-Salkhadi - Managing Director of the Gulf and Middle East Regional Office**



Mr. Saeed Al-Salkhadi, Managing Director of the Gulf and Middle East Regional Office of The Protocol School of Washington®.

Mr. Saeed Al-Salkhadi is the Managing Director of the Gulf and Middle East Regional Office of The Protocol School of Washington®, ([www.psow.edu](http://www.psow.edu)), the first and only nationally accredited international protocol, business etiquette, and image school in the USA. In this capacity, Mr. Al-Salkhadi handles PSOW's presence in the region from the details of day-to-day activity to helping expand the School's exposure in the Middle East Market and exploring growth opportunities with potential Government and Private Clients in the Region. Opened in June 2012, PSOW's Gulf and Middle East Regional Office is located in Dubai, UAE.

From 2009 to 2012, prior to joining The Protocol School of Washington, Mr. Al-Salkhadi worked at the Regional Office (in Dubai, UAE) of Delos Living, an American Group specializing in Wellness Real Estate, where he held the post of Director of Business Development. Prior to this, Mr. Al-Salkhadi had the distinction of being among the first ten staff members to join the prestigious mega-project “Jebel Ali Airport City” (2006). PSOW’s new Managing Director in the Gulf region was born and raised in Abu Dhabi. Early in his career he joined a private group in Abu Dhabi doing life support services for Armed Forces in the Middle East.

An intellectual and achiever at heart, Mr. Al-Salkhadi received his Bachelors Degree in Electrical Engineering from the University of Sharjah (2003), his Masters Degree in Engineering Management from the American University of Sharjah (2007), and earned an MBA in International Marketing from the American University in Dubai, UAE (2010).

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