



## **Dubai Launching First-Ever International Protocol Training: USA-Based PSOW®, Under Patronage of Protocol Department-Dubai, To Deliver Exclusive Training To Enhance Diplomacy Among All Nations**

New York, NY – 11/4/2009 – For the first time, leaders in business, organizations and governments don't have to leave the **Middle East** (and surrounding areas) to learn the elements of international protocol, a necessary play-book when working with other cultures. Under the patronage of the **Protocol Department-Dubai** <http://protocol.dubai.ae>, **The Protocol School of Washington®** <http://psow.com>, global leader in **International Protocol Training**, is bringing its Washington, DC-based program to **Dubai, United Arab Emirates**, Dec.16-19, 2009. Seven officials of The Protocol Department-Dubai are attending the customized training. The training helps secure Dubai's position as a global epicenter.

"We have graduates from UAE, India, Egypt, Israel, Africa and Saudi Arabia. But we keep hearing from people from these, and other, regions that they can't (for financial or visa reasons) come to the U.S. so we decided to come to them. And, of course Dubai is unique because it's centrally-located," said Pamela Eyring, President, PSOW. In 2007 only one Mid-Easterner attended PSOW's training. The number jumped to six in 2008. According to Google Analytics 763 Mid-Easterners visited PSOW's web site in 2008. The number spiked to 2,087 in 2009 with 47.06%, the most-visited population, hailing from UAE.

"Since our core function revolves around serving VIPs and official delegations of **His Highness Sheikh Mohammed bin Rashid Al Maktoum**, the **Vice President and Prime Minister of UAE and Ruler of Dubai**, and members of The Ruling Family, it is our primary responsibility to ensure that our guests are given superior quality services. We always strive to set an example to others by being the benchmark for excellence, and extending our support to the Protocol School of Washington will play an important role in emphasizing this purpose" says Ahmad Al Zaabi, Assistant Director General of Protocol Department-Dubai.

After meeting with officials in Dubai in October 2008 PSOW was invited to return to present their training that covers VIP occasions from 1-on-1 meetings to black-tie galas. Despite the global economic downturn Dubai is in growth mode: "The Persian Gulf's gross domestic product will increase 4 percent in 2010" (The World Bank-Oct 2009).

### **The 4-day training includes:**

- International etiquette and social intelligence
- Business entertaining
- Logistics of official delegations & visits
- Gift giving
- Ceremony sequencing and international flags
- Anthems

PSOW has trained over 2,500 graduates from 45 countries with facilitators hailing from The White House, the Disney Institute and corporate America. Leaders come to D.C. for training from as far away as UAE, Barbados, Bulgaria, China, Great Britain, Ghana, India, Switzerland and the West Indies.

The school was founded in 1988 to meet the needs of an expanding global economy. PSOW is owned by graduate and former Chief of Protocol at Wright-Patterson Air Force Base Pamela Eyring, who has worked with heads of state, four-star generals, CEOs, and entrepreneurs. Eyring was recently elected to the Board of Directors of Business for Diplomatic Action (BDA) a nonpartisan, not-

for-profit organization working to engage U.S. businesses in efforts to improve the standing of America abroad.

The Protocol School of Washington®  
E-mail: [info@psow.com](mailto:info@psow.com) | Web: [www.psow.com](http://www.psow.com)