

The Protocol School of Washington® Asks "Where in the World is Protocol?" as part of National Protocol Officer Week

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WASHINGTON, March 22, 2018 /PRNewswire-USNewswire/ -- As technology, interconnectedness and global alliances continue to reshape how and with whom we do business, protocol awareness is one of the most vital attributes in any successful organization. Whether it's in the world of business, military, or diplomacy, an appreciation and knowledge of proper protocol can serve most any organization in building valuable relationships, instilling cultural empathy, and in ensuring an organization is always represented at its best and in most any situation.

"Protocol is a blend of art and science, mastering this skill can help people of different cultures find common purpose, help them engage in strategic and sensitive issues, and create long-term relationships," said Pamela Eyring, President of The Protocol School of Washington (PSOW). "As the global marketplace continues to impact organizations both large and small, it is imperative to recognize the importance of protocol and to highlight the professionals that engage in this beneficial skillset."

As part of National Protocol Officer Week [March 25-31, 2018] an annual designation focusing on the importance of protocol, The Protocol School of Washington is sponsoring a "Where in the World is Protocol?" contest to highlight examples of where protocol is best represented—or

most needed—throughout the world—and why protocol professionals are more vital than ever.

The "Where in the World is Protocol?" contest offers one entrant the chance to win a complimentary tuition (\$7,300.00 value) to any scheduled 2018 Protocol Officer Training. To apply, entrants must submit a video, white paper, PowerPoint or any other creative presentation that highlights examples of successful protocol practices used throughout the world—or to showcase opportunities or situations where protocol could be successfully implemented where it currently does not exist.



"From navigating complex cultural customs on foreign visits to showing respect by offering a proper greeting, the world is full of examples of protocol successes and opportunities for enhancement," said Eyring. "During National Protocol Officer Week, we want this contest to shine a light on the work of these unsung heroes who work tirelessly behind the scenes to successfully facilitate and maintain international commerce and diplomacy—and why the work of a protocol professional is a valued commodity for any organization."

For more information on the "Where in the World is Protocol?" contest, visit The Protocol School of Washington at www.psow.edu.

THE PROTOCOL SCHOOL OF WASHINGTON (PSOW): Founded in 1988, PSOW is the only nationally accredited educational institution providing international protocol, cross-cultural awareness, business etiquette and image training that prepares professionals with the critical behaviors necessary to build lasting business relationships. PSOW's reach spans the globe, with more than 4,500 graduates from 80+ countries.

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