

Recognizing Protocol as the Glue That Holds the World Together,
The Protocol School of Washington® Launches 6th Annual
“National Protocol Officers Week” March 25 – March 31, 2012

New York, NY March 25, 2012 – The Oxford English Dictionary defines protocol as “the official procedure or system of rules governing affairs of state or diplomatic occasions.” Today, protocol goes beyond embassy walls. “It is ingrained in our global culture,” says Pamela Eyring, President & Director of **The Protocol School of Washington®**, **PSOW**, www.psow.edu, the global leader in international protocol and business etiquette training since 1988. “International protocol has become a necessary skillset for those working in corporate America, non-profit, academia, and those in the government and the military,” adds Ms. Eyring. To spotlight protocol officers, event and meeting planners, communications experts, and other ambassadors of goodwill, **PSOW** is sponsoring the **6th Annual National Protocol Officers Week, March 25 – March 31, 2012.**

Protocol Boot Camp: What to Know

Did You Know That...?

When introducing two persons to one another, you should introduce the person of lesser authority to the person of higher authority, starting by saying the name of the higher authority.

It is customary in most countries for a guest of honor to walk or be seated at a host’s right.

When positioning the American flag on an indoor pole, the stripes should extend down and to the viewer’s right.

As a general rule, those appointed by the President of the United States, and anyone elected to public office, are entitled to be addressed as *the Honorable* for life.

While Americans, in general, are comfortable with a quick, firm handshake, a prolonged and light grasp is customary in many parts of Asia.

Avoid giving alcohol as an official gift if cultural or religious considerations apply.

Cultural Differences Drive PSOW to Extend Trainings in the UAE

Mastering international protocol is crucial in today’s global climate, whether you’re a local organizer or a head of state. The diversification of many communities has created a need for greater cultural awareness. “To show respect, you have to do your homework and research other cultures, including more simple things: Do you bow, kiss, or shake hands when greeting a foreign dignitary?”

stresses Ms. Eyring. **PSOW** began international protocol trainings in Dubai in 2009 and, in 2012, expanded course offerings in Abu Dhabi, the seat of government of the UAE. Those who are unable to attend **PSOW** courses (held in Washington, DC, Phoenix, Dubai, Abu Dhabi, Turkey, and Trinidad and Tobago) can get help on-line; **PSOW** suggests visiting www.kwintessential.co.uk for a guide to meetings, greetings, language style, gift-giving, and more.

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 only nationally-accredited business etiquette, image, and international protocol school in the country. It is the acknowledged global leader in its field with nearly 3,500 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, and students travel to the courses from countries including Bulgaria, Canada, China, the United Kingdom, Ghana, India, Saudi Arabia, Switzerland, and those of the Caribbean.

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