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## **The Protocol School of Washington® Stresses the Vital Role Protocol Officers Play in the Global Marketplace as part of National Protocol Officer Week**

(Washington, DC)— Nearly 2 out of 3 global job seekers are willing to move abroad for work, a high proportion that speaks to the evolving international marketplace, according to a 2014 study by The Boston Consulting Group (BCG), one of the world’s leading management consultancies, and The Network, a global alliance recruitment websites.

As part of National Protocol Officer Week (March 29-April 4), an annual designation focusing on the important role Protocol Officers play in cross-cultural communications, Pamela Eyring, president and owner of The Protocol School of Washington, says that following the customs and etiquette of a host country can lead to mutual respect.

“As more workers make the move toward global employment, it is crucial that they learn the protocol practices of a new work territory,” according to Eyring. “From advising bank executives on whether to shake hands or bow when meeting Japanese clients or guiding female politicians on the current use of head scarves when visiting Middle East, protocol officers are the unsung superheroes of international commerce and diplomacy,” said Eyring.

“Protocol Officers help international workers understand the principals under which other cultures operate and how their own customs and culture might be perceived, or perhaps, misperceived, according to Eyring.

Knowing the difference is knowing how to build successful financial and political relationships,” she said.

In honor of National Protocol Officer Week, PSOW is sponsoring a “Superhero Moment Contest” for a student to win a complimentary tuition

(\$6800.00 value) to any scheduled 2015 Protocol Officer Training. To apply, entrants must submit a video or photomontage that highlights a protocol superhero moment they have been a part of -- or entrants may also nominate someone else they feel is worthy of being recognized for protocol expertise.

For more information, visit The Protocol School of Washington at [www.psow.edu](http://www.psow.edu) or call 202.575.5600.

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**THE PROTOCOL SCHOOL OF WASHINGTON (PSOW):** Founded in 1988, PSOW is the only nationally accredited business etiquette and international protocol school in the country. Known for its expert trainers who come out of The White House, Disney Institute, The Hague, corporate America, the military and academia, PSOW has trained over 4,000 people from 70 countries including Bulgaria; China; Canada; the U. K.; the U.A.E.; Ghana; India; Saudi Arabia; Switzerland, and those in the Caribbean.