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The Protocol School of Washington® begins strategic alliance with the International Stability Operations Organization Association

(Washington, DC)— The Protocol School of Washington (PSOW) —a worldwide leader in protocol and cross cultural communication education—has entered into a strategic partnership with the International Stability Operations Organization Association (ISOA), a global partnership of private sector and nongovernmental organizations providing critical services in fragile environments worldwide.

Through communication and engagement, the ISOA is known for building partnerships across sectors to enhance the effectiveness of stability, peace and development efforts across the globe. PSOW, the only nationally accredited protocol and etiquette school in the United States, is known for promoting cross cultural understanding and emphasizing the importance of international protocol in both the public and private sectors.

“With the ISOA’s global reputation for building international alliances that serve the greater global good, PSOW looks forward to partnering with them to build and promote cross cultural respect across the world,” said Pamela Eyring, president of The Protocol School of Washington. “We are proud to partner with such an esteemed organization that understands the importance of cross cultural respect and the role it plays in building international relations.”

"This unique partnership adds to our portfolio of successful partnerships that range from government to Academia to Multinational Organizations, and recently non-governmental entities, both in US market and Middle East Region". Said Saeed Al Salkhadi, Managing Director of MENA regional office at PSOW.

Speaking on behalf of the ISOA executive leadership team, Malala Elston said “It is important for an industry association like ours, which acts as key point of business to business and business to government engagement worldwide, to be

able to offer membership guidance on interpersonal etiquette across cultures and industry sectors. The Protocol School of Washington has been a leading provider of protocol advise for more than 25 years, and ISOA is delighted to welcome them as our valued partner.”

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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 80 countries including Bulgaria; China; Canada; the U. K.; the U.A.E.; Ghana; India; Saudi Arabia; Switzerland, and those in the Caribbean.