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The Protocol School of Washington® sponsors Protocol Emergency Response Contest in honor of National Protocol Officer Week

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WASHINGTON, March 24, 2016 /PRNewswire-USNewswire/ -- Over fifty years ago on his state visit to Germany, President John F. Kennedy made history by famously declaring, "Ich bin ein Berliner" which was literally translated as "I am a jelly doughnut."

With a simple grammatical mistake, Kennedy's intended goodwill statement of "I am a Berliner" quickly became the protocol blunder heard around the world. One can only assume the presidential protocol officer had a very challenging trip back to the US.

Obviously, the role of protocol officers in handling and preventing such diplomatic challenges is crucial for both government and private industries. In honor of the men and women who masterfully handle such protocol emergencies, mistakes—and even presidential gaffes—The Protocol School of Washington proclaims March 27-April 2 as "National Protocol Officer Week."

"Protocol officers have a crucial role in helping things run smoothly for both the public and private sector," said Pamela Eyring, president and owner of The Protocol School of Washington. "These are the people who are always taking care of others—the trusted adviser who plans and orchestrates international VIP visits, meetings, ceremonies and special events for military, government, academia and the business world. And you can rest assured they do their best to ensure heads of state master foreign grammar challenges."

As part of National Protocol Officer Week, PSOW is sponsoring a "Protocol Emergency Response Contest," for a student to win a complimentary tuition (\$6800.00 value) to any scheduled 2016 Protocol Officer Training. To apply, entrants must submit a detailed response to one of three Emergency Protocol scenarios:

- You have just been assigned full responsibility as the primary caretaker for the spouses of the visiting delegation to your area from China. How would you host them for the day?
- Your principal, the Chief Executive Officer of one of the largest hospitals in the United States is set to embark on a three-country trip with a focus on building relationships. They will travel first to Spain, then to Nigeria, and lastly to South Africa. What would you include in briefing your principal in order for them to be successful on their trip?
- In order to be more successful in your career, you are convinced you need "surgery," in the form of formal protocol training. How do you convince your boss to approve the procedure?

Entrants can email their responses through written statements, videos, Powerpoint presentations, podcasts or any other creative way. For entry information and more about National Protocol Officer Week, visit The Protocol School of Washington at www.psow.edu (<http://www.psow.edu/>) or call 202-575-5600.

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.

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