

twofour54 partners with prestigious Washington school to deliver UAE-first training

21 May 2017

The home of media and entertainment in Abu Dhabi, twofour54, has played host to a special Speakers Training Camp this week, facilitated by international business etiquette school, The Protocol School of Washington.

It was the first time that the school has offered one of its prestigious courses in the UAE.

Twenty participants who came from a range of public and private sector companies were put through their paces, learning different techniques to enhance their ability to communicate more effectively with different audiences. The highly interactive, two-day course aims to prepare participants for public speaking, board briefings, internal presentations within their respective organizations, as well as external presentations at special events and exhibitions.

The programme was led by veteran protocol facilitator Diane Brown who has led projects for The White House, United States Department of State and The Pentagon.

The Protocol School of Washington is the first and only nationally accredited international protocol, business etiquette, and cross-cultural communication school in the USA.

CEO of twofour54, H.E. Maryam AlMheiri said: "Good communication skills will never go out of fashion. As the world goes global, the ability to communicate effectively across cultures with the appropriate sensitivities will become more and more critical for all of us. These twenty participants now have a head-start and twofour54 is proud to have made this possible with The Protocol School of Washington."

Pamela Eyring, President of the Protocol School of Washington, said: "We are extremely excited to partner with twofour54 to bring our highly-regarded speaker's training course to the UAE. After nine years of offering our popular International Protocol Manager Training programme, this marks the first time we are taking our 'Speaker's Training Camp' outside of the US and into the UAE."

Saeed Al-Salkhadi, Managing Director of MENA Region at the Protocol School of Washington said: "We are confident that our partnership with twofour54 will add value to their ongoing mission as media hub to the region. This course gives participants excellent tools and practices to become a better presenter, as well as ways to build confidence when speaking in public or addressing any size of audience."