

# PROTOCOL COURSE - ONLINE

## PROTOCOL OFFICER TRAINING<sup>SM</sup>

### Instructor-Led Distance Learning Certificate Program

13 Sessions

CEUs: 4.15

**WHO SHOULD ATTEND:** This training is designed for professionals who require competency as (or wish to learn the skills necessary to be) an operational protocol officer – one who holds an office of trust, authority or command who must understand and ensure the appropriate rules of international protocol. Past attendees have included:

- Government and Industry Protocol Officers
- Embassy Personnel
- Government Relations, International Marketing and Sales Representatives
- Meeting and Special Event Planners
- International Corporate and Government Representatives
- Administrative Professionals
- Academia
- Private Consultants
- Customer Relations Personnel

**FORMAT:** Online, Instructor-Led Distance Learning

**The Protocol School of Washington**

**New Online Certificate Program**

Live instruction that is completely online.

Visit: [www.psow.edu/online](http://www.psow.edu/online).

**TOOLS PROVIDED:** Digital Participant Guides (PDFs). All software required for course participation is provided for the class duration.

### Master the fundamentals of operational protocol

Comprehensive training with expert instruction, guided exercises, and coaching that provides a thorough foundation in the fundamentals of operational protocol. Participants gain a broad understanding of functional business, government, and international protocol. Interactive classroom case studies prepare participants to confidently apply protocol principles to complex situations. Strong personal leadership skill development balances this high quality curriculum, elevating the graduate's confidence, preparedness, and professionalism.

### THIS COURSE PROVIDES:

- An understanding of functional business, government, military and international protocol methodologies
- Personal leadership skills development
- Strategies for using influential leadership when problem solving and dealing with difficult people
- The expertise to confidently and appropriately apply protocol formulas in the most complex and critical situations
- Instruction and guidance for understanding traditions and rituals of international ceremonies and state visits
- Strategies for planning VIP visits, accommodations, motorcades and security

### TOPICS COVERED:

Protocol History, Precedence, and Positioning | Logistics and Event Management | Personal Diplomacy & Dining Skills | VIP Management | Seating Strategies | Ceremonies | Leadership and Legendary Service | International: The Impact of Culture on Protocol | Titles & Forms of Address | Flags and Logos | Official Gifts | Military Protocol | Professional Development