

Let us help you justify the value of investing in your professional development and education.

Follow these steps and use our tools to create a convincing business case for your attendance:

**Step 1:** Need approval? Show the Return on Investment (ROI) by customizing our Letter of Request to inform your manager of the course benefits, it's importance to the organization and how you will be able to apply your new knowledge, skills and abilities to your position.

**Step 2:** Need more course detail? Include the *Intercultural Etiquette and Protocol Trainer* description which outlines the location, format, continuing education credits, topics covered, course outcomes, who regularly attends and the tuition investment.

**Step 3:** New to The Protocol School of Washington? Share our credentials by including additional information about our School. This document details our long history as an international school, our accreditation standards, the engaging instructors who are subject matter experts and their role to facilitate your learning.

**Step 4:** Need to show a peek in our classroom? If sending via email, attach these two links for video clips about our School and testimonials from our graduates of *Intercultural Etiquette and Protocol Trainer Course*.

Peek inside the classroom

<http://www2.psow.edu/videoie>

Graduate Testimonials

<http://www.psow.edu/testimonials>

**Step 5:** Want to build a cost worksheet?  
Tuition - USD\$7800;  
USD\$7020 for PSOW alumni.

# Letter of Request for Intercultural Etiquette and Protocol Trainer Course

Dear [Manager's name],

I request your approval to attend The Protocol School of Washington's (PSOW) Online Certificate Program - ***Intercultural Etiquette and Protocol Trainer Course*** from [add dates]. The course provides the opportunity for me to be trained to advise, facilitate workshops, and prepare briefings. This program will prepare me with advance knowledge on business protocol, cultural awareness, communication styles, executive entertaining and professional image to teach others in our organization. Not only will I learn how to be a presenter, the school provides top-quality training materials that are customizable. I will receive a license to use PSOW presenter manuals, PowerPoint decks, scripts and reprint permission to reproduce PSOW seminar workbooks at no additional charge.

## Top 5 Benefits of Attending:

1. **Share My Knowledge.** I will be able to present seminars, workshops, briefings and advise a variety of people in our organization so they feel confident when in business and social situations. I will learn what's current today and how to implement change in our organization, creating consistency and strengthening areas of weakness to avoid embarrassment or lost opportunities.
2. **Be a Stronger Professional.** Through this professional development opportunity, I will gain new knowledge, skills and abilities to grow in my career as a {insert}. I will increase my customer service skills, have access to new resources and earn Continuing Education Units (CEUs) upon graduation.
3. **Save our Organization Outside Training Fees.** It is costly to bring in an outside trainer to conduct seminars. By investing in me to obtain a license, we will have a return on investment saving our organization thousands of dollars in training.
4. **Learn Cultural Dimensions and Communication Styles.** I will be more culturally aware to build relationships by developing intercultural sensitivity and understanding.
5. **Make New Connections with Peers and Instructors.** Learning alongside other professionals, I will expand my network of contacts, learn benchmarking from their diverse experiences and gain accessibility to resources through the PSOW Alumni network.

I've attached the ***Intercultural Etiquette and Protocol Trainer*** online course description and more information about The Protocol School of Washington's accreditation, credentials and educational standards for your review.

***Intercultural Etiquette and Protocol*** are integral to my professional development. This one professionally designed course will help me achieve my educational goals rather than having to attend multiple workshops or conferences. I will bring back new ideas, best practices, and training skills we can implement right away. Additionally, I will develop an overview of what I've learned and actionable takeaways for the team to move our organization forward as best in class.

Please give my request your favorable consideration and grant me approval to attend.

Sincerely,

[Your name here]

Prefer editable word document of this letter?

[http://www2.psow.edu/letterofrequest\\_ie](http://www2.psow.edu/letterofrequest_ie)

# Intercultural Etiquette and Protocol Trainer- Online



"For our own success to be real, it must contribute to the success of others." Eleanor Roosevelt

Intercultural Etiquette and Protocol Trainer  
Want to take your career to another level? Be a licensed trainer and advisor using our copyrighted seminars and briefings. This live, online interactive course provides expert instruction preparing you to train others on business protocol, executive entertaining, professional image and cultural awareness.

Seminars: Outclass the Competition® Business Etiquette Seminar & Trainer Tips | Outclass the Competition® Dining Skills Seminar and Trainer Tips | The Power of Professional Presence Seminar and Trainer Tips | How to Succeed in the International Arena® Seminar and Trainer Tips | Business Protocol for Professionals™ Seminar and Trainer Tips | Dine Like a Diplomat® Seminar and Trainer Tips | Business Protocol for Professionals Seminar and Trainer Tips | Facilitation Skills for Training Face-to-Face and Virtually | PR Tips Materials and Marketing | Public Relations Tips | Income Potential | Sales and Negotiation

#### TOOLS PROVIDED:

Trainer manual materials, six seminar facilitation guides with instructional notes, matching PowerPoint presentations and digital workbooks, and a digital certificate of completion.

FORMAT: Online

CONTINUING EDUCATION CREDITS (CEU): 4.05

#### Objectives:

- Gain an understanding of how to assess organizational training needs and clearly outline the learning objectives and expected outcomes.
- Identify how to promote yourself as a credentialed trainer. Understand the role and competencies of an Intercultural Etiquette and Protocol Trainer
- Learn the content of each seminar and briefing identifying current behaviors and accepted practices in protocol and etiquette.
- Demonstrate training facilitation and presentation skills for imparting knowledge to others.

#### WHO ATTENDS

- Military and Government Professionals who are required to be knowledgeable and present briefings to organizations on protocol and formal dining skills.
- Academia who want to serve as a trainer within their institution or want to influence and guide others to enhance professionalism.
- Individuals and Internal Trainers interested in adding seminars and briefings on professionalism and cultural sensitivity in their organization.
- Protocol, Meeting and Event Planners who manage special events for high-level officials or clients.
- Administrative Professionals who advise executives on how to build stronger relationships.
- Foreign Affairs Officials and Staff who promote the interests of their country through diplomatic relations.
- Entrepreneurs and Image Consultants who want to present seminars and briefings on intercultural etiquette, business protocol and dining skills.

#### INVESTMENT:

Tuition is USD\$7,800.00;  
\$7,020 for PSOW alumni



# About The Protocol School of Washington®

The Protocol School of Washington is recognized globally as a trusted leader in the industry. For more than 30 years, the school's protocol experts have provided the highest level of collective expertise, accurate information, and advice regarding internationally-accepted protocol to support the evolution of globalization in today's business, military and diplomatic world. An advancing global marketplace, emerging technologies such as digital and social media, and an ever-changing international political environment, requires careful attention to operational protocol, interpersonal skills and civility. We have record numbers of participants attending our school from academia, corporations, federal and military government and financial institutions, as well as organizations spanning the globe to learn "Protocol and Etiquette Intelligence." The lack of cross-cultural understanding has also served as an impetus for executives to invest in their employees' personal leadership skills and their own to enhance professional relationships. The School has trained more than 5,000 professionals from more than 80 countries and has offices in Washington, DC, Dubai, UAE and Columbia, SC (Headquarters).

**Accredited:** The Protocol School of Washington is accredited by the Accrediting Council for Continuing Education & Training ([www.ACCET.org](http://www.ACCET.org)). ACCET is listed by the U.S. Department of Education as a nationally recognized accrediting agency. As an accredited institution, we continue to review, monitor and revise our curriculum, instructional delivery and facilitators in order to ensure the highest quality education and training.

**Premier Training:** We offer online courses and in-person certificate programs in the Washington, DC area and in the United Arab Emirates. Topics include global awareness, body language, business attire, rank and status, business customs, global communications styles, order of precedence, titles and forms of address, meeting protocol, gift exchange, VIP visits, ceremonies, military protocol, flag and logo etiquette, customer service excellence, business and official entertaining, receiving lines, host and guest duties, seating guidelines, toasting, greetings, introductions, conversation skills and business card protocol. We take pride in providing complimentary on-going support post-course by responding quickly to our graduates needs. Their success is our success.

**Subject Matter Experts:** The Protocol School of Washington assesses all instructors and looks for quality attributes that are best suited to meet the school's mission. Due to the unique nature of our programs, the school seeks out subject matter experts who care about their subject matter, care about their students, and care about the world. All instructors, including the president, must exude passion about the subject they teach. The school believes that instructors who care about their subject continue to enhance their knowledge and strive to bring excitement into the classroom by learning the latest instructional techniques and methods.