

PUBLIC RELATIONS | COURSE BROCHURE

Protocol and Diplomatic Etiquette

5 days | Classroom training | English

SMART HORIZON

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Course content

Why attend

Protocol ensures official events and interactions run with dignity, respect and precision. This course covers the principles of protocol, orders of precedence, forms of address, flags and seating, official correspondence, gift exchange, cross-cultural etiquette and organising official visits.

Protocol mistakes can embarrass organisations and offend important guests. You will learn to handle official occasions with confidence.

Professional Problems This Course Is Designed to Solve

• Difficulty translating subject knowledge into practical workplace decisions.
• Inconsistent approaches to the activities covered in the course outline.
• Lack of a structured plan for applying and reviewing new skills.

Course methodology

Precedence exercises, seating plan workshops, correspondence drafting and event simulations.

Course objectives

By the end of this course, participants will be able to:
• Explain the principles and purpose of protocol
• Apply orders of precedence
• Use correct forms of address
• Plan seating, flags and table arrangements
• Draft official correspondence and invitations
• Respect cross-cultural etiquette and gift customs

Target audience

This course is suitable for:
• Protocol officers
• Executive office staff
• Government relations staff
• Event managers
• Executive assistants



Course content

Target competencies

Participants will develop competencies in:

- Precedence
- Forms of address
- Seating planning
- Official correspondence
- Cultural etiquette

Course outline

Day 1: Protocol Principles

09:00–10:08	Purpose of protocol
10:08–11:00	National and international rules
11:00–11:30	**Coffee break**
11:30–11:45	National and international rules (continued)
11:45–12:53	Roles
12:53–14:00	Exercise

Day 2: Precedence and Address

09:00–10:08	Orders of precedence
10:08–11:00	Titles
11:00–11:30	**Coffee break**
11:30–11:45	Titles (continued)
11:45–12:53	Forms of address
12:53–14:00	Workshop

Day 3: Arrangements

09:00–10:08	Seating plans
10:08–11:00	Flags
11:00–11:30	**Coffee break**



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11:30–11:45	Flags (continued)
11:45–12:53	Table etiquette
12:53–14:00	Exercise

Day 4: Correspondence

09:00–10:08	Invitations
10:08–11:00	Official letters
11:00–11:30	**Coffee break**
11:30–11:45	Official letters (continued)
11:45–12:53	Replies
12:53–14:00	Drafting practice

Day 5: Cultural Etiquette

09:00–10:08	Cultural differences
10:08–11:00	Gift exchange
11:00–11:30	**Coffee break**
11:30–11:45	Gift exchange (continued)
11:45–12:53	Official visits
12:53–14:00	Simulation

The timings provided are estimates and may vary depending on the number of participants and the discussions taking place during the sessions. They are indicative only and do not constitute a binding commitment.



Course content

Dates, venues and fees

Current published course plans. Fees are per participant in EUR, excluding unconfirmed taxes.

Venue	Start date	End date	Fee (EUR)
London Confirmed dates	23 Nov 2026	27 Nov 2026	**€2,450.-**
Online Confirmed dates	23 Nov 2026	27 Nov 2026	**€1,250.-**
Dubai Confirmed dates	14 Dec 2026	18 Dec 2026	**€3,150.-**
Online Confirmed dates	14 Dec 2026	18 Dec 2026	**€1,250.-**
Vienna Confirmed dates	18 Jan 2027	22 Jan 2027	**€2,940.-**
Online Confirmed dates	18 Jan 2027	22 Jan 2027	**€1,250.-**
Barcelona Confirmed dates	1 Feb 2027	5 Feb 2027	**€2,840.-**
Online Confirmed dates	1 Feb 2027	5 Feb 2027	**€1,250.-**
Rome Confirmed dates	22 Feb 2027	26 Feb 2027	**€2,450.-**



Course content

Dates, venues and fees (continued)

Venue	Start date	End date	Fee (EUR)
Online Confirmed dates	22 Feb 2027	26 Feb 2027	**€1,250.–**
Dubai Confirmed dates	15 Mar 2027	19 Mar 2027	**€3,150.–**
Online Confirmed dates	15 Mar 2027	19 Mar 2027	**€1,250.–**
Rome Confirmed dates	5 Apr 2027	9 Apr 2027	**€2,450.–**
Online Confirmed dates	5 Apr 2027	9 Apr 2027	**€1,250.–**
Istanbul Confirmed dates	26 Apr 2027	30 Apr 2027	**€2,650.–**
Online Confirmed dates	26 Apr 2027	30 Apr 2027	**€1,250.–**
Dubai Confirmed dates	10 May 2027	14 May 2027	**€3,150.–**
Online Confirmed dates	10 May 2027	14 May 2027	**€1,250.–**



Course content

Dates, venues and fees (continued)

Venue	Start date	End date	Fee (EUR)
Paris Confirmed dates	31 May 2027	4 Jun 2027	**€2,860.-**
Online Confirmed dates	31 May 2027	4 Jun 2027	**€1,250.-**
Barcelona Confirmed dates	21 Jun 2027	25 Jun 2027	**€2,840.-**
Online Confirmed dates	21 Jun 2027	25 Jun 2027	**€1,250.-**
Kuala Lumpur Confirmed dates	12 Jul 2027	16 Jul 2027	**€1,450.-**
Online Confirmed dates	12 Jul 2027	16 Jul 2027	**€1,250.-**
Cape Town Confirmed dates	2 Aug 2027	6 Aug 2027	**€1,890.-**
Online Confirmed dates	2 Aug 2027	6 Aug 2027	**€1,250.-**
Vienna Confirmed dates	16 Aug 2027	20 Aug 2027	**€2,940.-**



Course content

Dates, venues and fees (continued)

Venue	Start date	End date	Fee (EUR)
Online Confirmed dates	16 Aug 2027	20 Aug 2027	**€1,250.-**
London Confirmed dates	6 Sept 2027	10 Sept 2027	**€2,450.-**
Online Confirmed dates	6 Sept 2027	10 Sept 2027	**€1,250.-**
Rome Confirmed dates	27 Sept 2027	1 Oct 2027	**€2,450.-**
Online Confirmed dates	27 Sept 2027	1 Oct 2027	**€1,250.-**
Cape Town Confirmed dates	18 Oct 2027	22 Oct 2027	**€1,890.-**
Online Confirmed dates	18 Oct 2027	22 Oct 2027	**€1,250.-**
Amsterdam Confirmed dates	8 Nov 2027	12 Nov 2027	**€2,540.-**
Online Confirmed dates	8 Nov 2027	12 Nov 2027	**€1,250.-**



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Dates, venues and fees (continued)

Venue	Start date	End date	Fee (EUR)
Frankfurt Confirmed dates	22 Nov 2027	26 Nov 2027	**€2,650.-**
Online Confirmed dates	22 Nov 2027	26 Nov 2027	**€1,250.-**
Cape Town Confirmed dates	13 Dec 2027	17 Dec 2027	**€1,890.-**
Online Confirmed dates	13 Dec 2027	17 Dec 2027	**€1,250.-**

Plan your next step

Dates, availability, exact venue, taxes, inclusions and payment terms require written confirmation. This brochure is not a quotation, registration, booking confirmation or visa invitation. Participants receive a Smart Horizon certificate of attendance; programmes are not externally accredited and do not award a professional qualification or designation. Confirm arrangements before booking travel.

For group or in-house training, contact our learning team to discuss your objectives and delivery arrangements.

Contact Smart Horizon

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View the latest course details online