

## THE CORPORATE DIVISION

### About

Few of us would argue that being well versed in the art of proper protocol and etiquette is an expected skill for business professionals to possess. The corporate arena has changed tremendously over the past decade and new rules are continuously put in place. One thing that remains constant is the ability to make the best possible first impression in the corporate arena and continue that positive impression throughout a business career, by demonstrating skill and acumen in the art of proper business etiquette and protocol.

Success in the corporate arena dictates that corporate principals and the people who work for them be well versed and skillful in the art of protocol and etiquette if they are to be successful. Our goal is to provide management and staff the necessary tools to conduct themselves in the highest professional manner both inside and outside the office.

### You should choose this Protocol International program if...

- You need a powerful and marketable brand
- You are expected to know appropriate behavior
- You are a leader or a member of your professional organization
- You are hosting or attending an event or special occasion where your best dining behavior is called for
- You are managing the Internship programs
- You are interviewing
- You are going to a conference or traveling
- You need to be prepared for what to say, what to eat, what to wear, how to show up
- You want to know all of the nuances of building and sustaining a great network
- You want to make a great first impression every time
- You are traveling internationally for business or doing business with an international
- You have been selected to represent your company in a different country
- You conduct business by phone with people from a different country
- You are going to a conference in a different country
- You need to understand if to gift, when to gift and what to gift
- You should be prepared for what to say, what to eat, what to wear, when to discuss business
- You want to win

**“To play the game, you must know the rules. To win, you must know protocol.”**

- Cheryl Walker -Robertson, Certified Protocol and Etiquette Expert