



THE INTERNATIONAL DIVISION

About

With rapidly expanding global business opportunities, it is becoming increasingly important for employers and employees to do business in other countries. It is necessary, therefore, to become familiar with and knowledgeable of the proper customs and protocol of other countries if we are to be successful in presenting ourselves appropriately and powerfully, we will miss the opportunities presented when doing business abroad and also when hosting internationals when they are visiting your country.

The mission of our international division is to equip its clients with the necessary tools needed to expertly conduct business while utilizing proper business etiquette, outside of their designated country or when responsible for impressing clients visiting from another country.

We strive to provide the knowledge and confidence that makes doing business abroad seamless while providing a great first impression for your international business partners.

You should choose this Protocol International program if...

- You are traveling internationally for business
- You are hosting someone from another country
- You have been selected to represent your company in a different country
- You are hosting an event or special occasion featuring an International VIP
- You are a student traveling to a different country
- You conduct business by phone with people from a different country
- You are hosting a group or a trade delegation to 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