

# Protocol, Etiquette & Event Management Seminar

## 2019 Schedule

25 – 29 March	Sandton
15 – 19 April	Sandton
17 – 21 June	Cape town
26 – 30 August	Cape town
28 – 31 October	Cape town



**Cape Town Venue:**

**Premier Hotel, Cape Manor, Water front,  
Cape Town, South Africa**

**Enhancing your Confidence, Social Etiquette and Manners for Successful Corporate and State Events and Ceremonial Duties**

**22 – 26 April 2019 at the Capital Hotel,  
Sandton City, South Africa**

## Introduction



For professionals working for The Government, UN, International Organization or a Major Corporation, you are expected to facilitate meetings, ensure proper etiquette for official events, and streamline interactions with dignitaries and other important people. It is expected of you to guide leaders, elected officials or corporate executives, away from etiquette or cultural mistakes. Rules of international protocol are intended to maintain courtesy and politeness in international affairs; between Governments, International Organizations and their officials as well as between Corporations, Companies and their Representatives.

Part of your critical assignments is to forge important relationships between your organization and other organizations without making embarrassing blunders.

Whether on the local, provincial, state, national or international level, proper protocol is vital in assuring that relations between the officials of organizations and governments are conducted with minimum friction and maximum efficiency.

This calls for high Protocol, Diplomatic and Administrative skills / Event Management & tact on your part to keep up with the pressure and challenges you face, this 5 day intensive Seminar is equipped with excellent survival skills to transform you into an indispensable VIP State and Corporate Events Coordinator, Organizer and go to person.

### Key Learning Objectives:

Effective formulated critical guidelines, fundamental norms & practices of Protocol, Diplomacy and Executive Administrative skills acceptable at UN, Government, International Organizations & Major Corporations;

### This Seminar will help you to understand

- Real definitions of Protocol,
- Etiquette, Diplomacy, National Symbols, Flag Protocol,
- Official Table Precedence,
- Official Seating arrangements and Forms of Address,
- Official International Visits, International Cultural Diversity, Interacting with VIPs, Event Management, Diplomatic Communication Skills with Stakeholders, International Cross-Cultural Diplomacy, Dress Code, Event Management

### Who Should attend

- Executive Associates
- Executive Assistants
- Executive Secretaries
- Protocol Personnel
- Diplomatic Personnel
- Stakeholder Relations Personnel
- Events (Programme) Directors
- Events Coordinators
- Supervisors
- Secretaries
- Logistics Personnel & VIP Drivers
- Support Staff
- International Relations Specialists
- Public Relations Personnel
- PA's
- Anyone who is responsible for coordinating, managing or being an effective member of Protocol,
- Diplomacy Or an office team
- Anyone wishing to gain knowledge on Protocol, Diplomacy & Administrative skills

### Training Methodology

Using the best mix of training and learning methodologies, this programme will be highly interactive and experiential. Besides formal presentations, activities include open discussions, group work, experiential learning journey and other learning methodologies. Participants will have adequate opportunity to share their experiences, learning points and challenges during the programme.

You can register for this training by submitting a registration form found on the last page of this program Or Kindly Contact us to confirm your booking

Email: [registrations@acaeglobal.com](mailto:registrations@acaeglobal.com)  
Call: +2711 051 7282 / +27 11 051 3602  
[www.acaeglobal.com](http://www.acaeglobal.com)



# TENTATIVE PROGRAM

## DAY ONE

### Understanding the principles of protocol & diplomacy

This class session will provide delegates with the following fundamentals;

- Definition and Origin of Protocol
- Definition of Etiquette
- Diplomatic Protocol, Event Management

### National symbols and their significance

This session highlights the following;

- Which National Symbols are Observed in your country?
- Focus on the National Flag (Government Gazette of 8 June 2001, Vol. 432, No. 22356);
- Design of the National Flag; Flag Stations and times when the National Flag should be flown;
- Flag Staffs; Hoisting of the National Flag; Half-masting of National; Flag;
- General Instructions; Respect for the National Flag;
- National Anthem (Who wrote it; Respect to be Accorded the Anthem;
- How Should One Stand;
- Is One forced to Sing; When to Sing etc.)

### Official table of precedence

This class looks at;

- Rationale for Order of Precedence
- Government Order of Precedence
- Diplomatic Order of Precedence
- Heads of State of Precedence
- Institutional Order of Precedence
- Rules to be Observed

**Task: Group Case presentation Exercise**

## DAY TWO

### Practical seating arrangements

This segment highlights;

- Sitting Plan (U-shape; pod; circle; conference etc.)
- The Main Table
- Placing the Host and the Guest of Honor
- Table Plans for Different Occasions (breakfast; social luncheon or dinner; with spouses)
- Place Cards

### Official forms of address and titles

- I) On Envelopes, Invitations and at the end of Letters
- Meeting a Vehicle
- Verbal Greetings and Farewells

- Introductions
- When to Sit and When to Stand
- How to Shake Hands
- Acceptable Public Conduct
- Physical Contact (Hugs and kisses)

### Official forms of address and titles

- General Rules that apply
- Cultural Preferences and Avoidances
- Thanking Hosts or Clients for Gifts

## DAY THREE

### Interacting with VIPs

In this session participants will learn how to interact with VIPs professionally;

- How to Address Traditional Leaders
- Handling Guests (Meeting a Vehicle,
- Local Concept of Social Time
- Dress Codes
- Conversation Topics
- Acceptable Public Conduct

### Practical programme arrangements

- Information Required
- First Draft Of Programme
- Press Arrangements
- Security Arrangements
- Transport Arrangements
- Accommodation Arrangements
- Room Set-Up
- Arrival of Signing Parties
- Seating Arrangements
- Positioning of Flags
- Signing Order
- Proposing of Toasts
- After the Signing Ceremony
- Snapping of Pictures
- Post-signing processes

### Hanging of official photographs

Participants will learn the guidelines on how to hang photographs;

- President with Deputy President and Minister
- President with Deputy President and Premier
- President with Deputy President and Mayor
- Pictures of MECs, Directors General, Past Presidents e.t.c.

### Guidelines on official international visits

- Passports and visas
- VIP facilities at international airports
- Health requirements

- Assistance by missions abroad

### The dynamics of international culture diversity

- Honoring Different Cultures and Customs
- Speaking Their Language
- Ethnic and Religious “Hot Spots”

Task: Group Case presentation Exercise

## DAY FOUR

### Communication strategies with stakeholders

- Outline the objective/goals of the communication,
- Identify stakeholders,
- Define key messages,
- Communication methods and vehicles for communicating information for a specific purpose
- Mechanisms that will be used to obtain feedback on the strategy

### Dress guidelines for men and women: when to wear what

- Suits
- Waistcoats
- Pockets
- Shirts and Ties
- Shoes
- Socks
- Hats
- Accessories
- Morning Dress
- Full Evening Dress
- Options
- Jewellery and Accessories
- Decorations and Medals

## DAY FIVE

Practical Session- Simulated Event; Please note:

This session requires dining facility, full Dining table enough to accommodate all participants will be required on the final day.

## Event Management

Event Management looks at setting objectives and managing limitations, explores venue, supplier and contractor requirements, and offers solutions for dealing with crises and valuable insider knowledge. This session is essential for you and will hone your managing events skills. It offers tools, tips and checklists that can take years of personal experience to develop!

### Types of events;

- Road shows/Trade shows
- Exhibitions
- New product launches
- Seminars
- Fundraiser
- Awards
- Commemorative celebrations

### Tips to know before you arrange & host an event;

- Event theme or concept
- Target market for the event
- Attendance
- Revenue estimates
- Cost estimates
- Venue checklist
- Staircases
- Ramps/Travelator
- Lifts

## GENERIC SCHEDULE

Sunday	All Day Event	Arrival and Airport Transfer to the Hotel Venue or Hotel of Client Choice. <a href="#">Airport transfer to be Organized and coordinated by ACAE Global</a>
<b>Training program schedule</b>		
Monday	08:30 am 9:00 am to 3:30 pm	Opening Ceremony and Registration Training programs in Session
Tues to Thur	08:30 am 9:00 am to 3:30 pm	Training room arrival and networking Training programs in Session
Friday	08:30 am 9:00 am to 1:00  2:30pm to 3:30 pm	arrival and networking Training programs in Session  Closing Ceremony and recap of expectations & feedback
Saturday	All Day Event	Departure of Delegates and Airport Transfer to the International Airport or departure point of Client Choice <a href="#">Coordinator: ACAE Global</a>

**PERSONAL NOTE: South Africa is Rich in History and Heritage sites, A shuttle to these sites will be available, however some minimal entry fees are applicable please prepare accordingly.**

**PROTOCOL, ETIQUETTE & EVENT MANAGEMENT REGISTRATION FORM**

To secure your booking, please complete, sign and email a scanned copy to [registrations@acaeglobal.com](mailto:registrations@acaeglobal.com)

**Approving Manager Details:**

Prof    Dr    Mr    Mrs.    Miss   Name & Surname .....  
 Telephone.....   Position .....  
 Organization .....   Email .....  
 Physical Address.....   Signature.....

**THIS BOOKING IS INVALID WITHOUT A SIGNATURE**

**Participant Details:**

Prof    Dr    Mr    Mrs.    Miss   Name & Surname .....  
 Telephone.....   Position .....   Email .....

Prof    Dr    Mr    Mrs.    Miss   Name & Surname .....  
 Telephone.....   Position .....   Email .....

Prof    Dr    Mr    Mrs.    Miss   Name & Surname .....  
 Telephone.....   Position .....   Email .....

**KINDLY CHOOSE YOUR CONVENIENT FEE OPTION**

**INDIVIDUAL RATES**

**Fee Option 1:**

5 day Seminar = **USD 3,550.00 per delegate** include, 6 nights bed & breakfast, round trip airport transfer, lunch, conference documentation and limited refreshments

**Fee Option 2:**

5 day Seminar = **USD 2,500.00 per delegate** include, training material, lunch, limited refreshment

**GROUP DISCOUNTS**

**Fee Option 1:**

5 day Seminar = **USD 3,350.00 per delegate** include, 6 nights bed & breakfast, round trip airport transfer, lunch, conference documentation and limited refreshments

**Fee Option 2:**

5 day Seminar = **USD 2,200.00 per delegate** include, training material, lunch, limited refreshment

Would you like us to organize your hotel booking?   Yes    No

**Payment Details**

Payment Method (\*Please choose one)   Cash    Direct Deposit Bank Transfer (EFT)

**Our Banking Details**

<b>Bank:</b>	STANDARD BANK	<b>Account Name:</b>	AFRICA CENTRE FOR ADMINISTRATIVE EXCELLENCE
<b>Account Number:</b>	303049537	<b>Branch Code:</b>	001255
<b>Branch Name:</b>	Rivonia	<b>Swift Code:</b>	SBZAZAJJ

**IMPORTANT: PLEASE NOTE THAT CASH PAYMENT OR A BANK CERTIFIED PROOF OF TRANSFER IS THE BASIS FOR ADMISSION.**

**CANCELLATION AND POSTPONEMENT POLICY**

All cancellations or postponements must be confirmed in writing and e-mailed to [info@acaeglobal.com](mailto:info@acaeglobal.com). Cancellations 10 to 5 Business days prior to the event will attract a 25% cancellation fee. Cancellations received less than 5 Business days prior to the event will result in a 50% cancellation fee. No shows will attract a 100% cancellation fee. Maximum permissible interest will be levied on any outstanding invoices. You are however welcome to substitute your attendance with an appropriately qualified colleague. Postponement to a later date must be received in writing no less than 5 Business days prior to the initial event in order to waive the cancellation fee. This waiver will only be applicable once.

**GENERAL NOTES**

In the event of unforeseen circumstances, ACAE reserves the right to change the speakers, the venue or the date. Delegates will be notified of changes or cancellations of events no later than 5 Business days prior to the event and all paid-up invoices will be fully refunded in a case of cancellation or credited to another event within 6 months, we however welcome donations to the organization for our cause of rural literacy campaign.