

International Protocol Manager Training Course Syllabus

In Person Learning

COURSE TITLE: International Protocol Manager Training Course

PROGRAM DATES: March 30 - April 3, 2026

DELIVERY FORMAT: In Person Learning

PROGRAM TYPE: Multi-Day Program

COURSE LENGTH: 5 Days | **CLOCK HOURS:** 30.5

TEACHER/STUDENT RATIO: 1:15

COURSE OVERVIEW

International Protocol Manager Training is a comprehensive five-day training of expert instruction, guided exercises and coaching that provides a thorough grounding in the fundamentals of operational protocol including V.I.P. visits, meetings, ceremonies and special events. Participants gain a broad understanding of functional business, government, and international protocol, as well as the expertise to confidently and appropriately apply protocol formulas in the most complex or critical situations. Strong personal leadership skill development balances this high-quality curriculum, elevating the graduate's confidence, preparedness, and professionalism.

COURSE OBJECTIVES

At the end of training, participants will be able to:

- Identify the uses of precedence as a fundamental protocol tool.
- Apply flag precedence when displaying multiple flags.
- Identify key elements between social and business seating.
- Properly use Titles & Forms of Address.
- Understand with confidence using and applying dining etiquette principles.
- Identify appropriate gift giving practices.
- Apply the elements of the Guest Experience Cycle.
- Define the Master Protocol Process and four steps to a successful event.
- Describe the common practices and key elements of ceremonies.

COURSE REQUIREMENTS

Participants must be proficient in English to effectively engage in discussions, exercises, and course materials. As this program is conducted entirely in person, no computers or digital resources are required. Participants should be prepared to attend all sessions, actively participate in group activities, and maintain a professional standard of communication and conduct throughout the training.

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FIVE DESIRED OUTCOMES FOR PARTICIPANTS

1. **ASPIRATION:** Aspire to attain the high standard of the protocol profession as reflected in the Protocol Officer Portrait.
2. **LEARNING:** Gain protocol-related knowledge, skills, and systems and increase confidence related to these gains.
3. **MANAGEMENT:** Understand the design and management of any protocol project or event.
4. **DEVELOPMENT:** Gain knowledge and professional development that will lead to more effective leadership, emotional intelligence, and protocol performance.
5. **CONFIDENCE:** Develop new levels of confidence and professional pride that come from learning and sharing during this week of the finest protocol training available in the world.

COURSE MATERIALS PROVIDED DURING CLASS

Please be prepared to collect and transport the following materials with you after training:

- Honor & Respect: The Official Guide to Names, Titles, and Forms of Address (3rd Edition, 2025) by Robert Hickey, The University of Chicago Press, ISBN: 9780226830667
- The Little Book of Etiquette by Dorothea Johnson (1997), Running Press.
- The Protocol School of Washington International Protocol Manager Training Manual (2026), the Protocol School of Washington, South Carolina.
- Global Road Warrior Digital Subscription
- Your official framed certificate, presented at graduation (measuring approximately 18 x 12 inches | 45.72 x 30.48 cm).

ATTENDANCE

To receive full credit for this course, trainees must attend a minimum of 90% of the total session time. Attendance will be tracked and calculated on a daily basis to ensure compliance with this requirement.

GRADING REQUIREMENTS

This course is strictly Pass/Fail. The Training Manager, in conjunction with the course facilitators, will observe and evaluate your participation to determine if you understand the material and have successfully completed homework, quizzes and exam.

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LEARNING OBJECTIVES

Protocol History, Precedence & Positioning

- Cover the origin, early history and definition of Protocol.
- Define precedence
- Determine precedence of individuals, organizations and states
- Demonstrate a working knowledge of precedence in various situations

Titles and Forms of Address

- Demonstrate working knowledge of how and when to use the titles and forms of address in various situations
- Make proper introductions using the various titles, degrees, ranks and ratings
- Apply the Titles and Forms of Address fundamentals to protocol activities

Flags and Logos

- Apply flag precedence when displaying multiple flags
- Differentiate flag displays by geographic region and international organizations
- Identify the complexities of permanent flag displays, displays on vehicles, displays on tabletops, and in conference and briefing rooms
- Determine flags and logo precedence
- Recognize the hierarchy that governs the display of flags and patriotic customs and observances

Seating

- Apply the factors involved in creating effective seating arrangements
- Identify key elements between social and business seating
- Define the various types of seating arrangements
- Identify nuances to consider with international guests and guests with special needs

Personal Diplomacy and Dining Skills

- Describe professional business attire and dress codes
- Introduce themselves and make small talk
- Greet others using appropriate eye signals and body language
- Exchange business cards
- Give guidance on the role of a host, guest of honor and guest
- Recognize the difference between American and European styles of dining
- Create menu cards for different occasions
- Identify correct place settings for multiple courses

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LEARNING OBJECTIVES (cont.)

Ceremonies

- Trace the history of ceremonies
- Identify the different ceremony sectors
- Describe the common practices and key elements of ceremonies

Official Gifts

- Identify key elements to consider when selecting an appropriate gift
- Determine gifts for guests and understand how culture affects the gift selection
- Identify tracking mechanisms appropriate for your organization
- Understand the parameters of official gifts for government officials
- Explain the role of consistency in protocol success

VIP Management

- Identify the five steps in a guest experience cycle
- Describe different types of visits
- Manage event traffic flow
- Identify VIP escorting techniques
- Recognize typical guest needs
- Manage official travel and accommodations for VIPs

Logistics and Event Management

- Define the Master Protocol Process and the four steps to a successful event
- Identify the key considerations of planning protocol events
- Determine the logistical components of protocol events
- Use a SWOT analysis to develop contingency plans

Professional Development

- Use the Protocol Competency to help determine areas of strength, challenge and inspiration
- Identify the competencies they wish to develop as a protocol professional
- Commit to key activities to advance development in chosen areas
- Describe the principles of mentoring, determine the characteristics of a good mentor and identify ways to locate a mentor.