

GLOBALLY RECOGNIZED PROFESSIONAL DEVELOPMENT PARTNER

The
**Protocol School
of Washington®**

US info@psow.edu
+1.803.407.4177

Middle infomena@psow.edu
East +971.4.3757555

www.psow.edu

The **experts** who
train the **experts.**

**Protocol — Etiquette
Cross-Cultural Intelligence**

“The most strategic asset is... **protocol.**”



President
The Protocol School of Washington
Pamela Eyring

In today’s dynamic global landscape, protocol, etiquette, and cross-cultural intelligence are essential skills for leaders who aspire to make a meaningful impact.

Since 1988, The Protocol School of Washington (PSOW) has been the premier institution for developing these capabilities, delivering accredited training programs that empower professionals to reach new heights in confidence, communication, and professionalism.

PSOW provides an elite, world-class instructional experience that has transformed the careers of thousands of professionals from over 90 countries. Our programs range from open enrollment courses to bespoke training for government, military, corporate, and diplomatic entities, all led by our renowned faculty—experts who blend rigorous operational experience with genuine passion for empowering students. With offices in the United

States and the Middle East, PSOW stands as a global beacon for integrity, excellence, and a culture of continuous improvement.

For over 35 years, PSOW has remained the most trusted name in protocol and etiquette education, committed to guiding aspirational leaders toward becoming respected advisors within their organizations.

Our curriculum and instructors provide students with not only essential protocol knowledge but also the tools to build lasting relationships and serve their communities with honor.



Why Choose The Protocol School of Washington?

OUR LEGACY

Our three decades in business and recognized brand shows our commitment to quality through our educational services.

ACCREDITATION

We are proud to be a nationally accredited educational institution in this field by the Accrediting Council for Continuing Education and Training (ACCET).

GRADUATES

Our growing list of graduates have reached a remarkable record of more than 6,000 men and women in more than 90 countries around the world. This gives us unique and immediate access to large number of organizations to gather current information and validate best practices in the field.



- | **Multiple learning options: in-person, live online, and on-demand e-learning**
- | **Immediate licensing as a trainer through the Intercultural protocol and etiquette Training course**
- | **Recognition as a professional in protocol, etiquette, and cultural awareness**
- | **Access to a global network of esteemed colleagues and subject matter experts**
- | **Curriculum built on 30+ years of proven success, guided by industry-leading experts**
- | **Dynamic, multicultural team committed to the latest educational advancements**
- | **Veteran leadership with over 40 years of industry experience**
- | **A supportive, empowering environment with a commitment to integrity and achievement**

PROTOCOL OFFICER TRAINING

Our 5-Day Full Certificate Program offered in the US since 2007.

This comprehensive training provides expert instruction, guided exercises and coaching for a thorough foundation in the fundamentals of operational protocol. Participants gain a broad understanding of functional business, government, and international protocol. Strong personal leadership skill development balances this high-quality curriculum, elevating confidence, preparedness, and professionalism. *Protocol Officer Training is a comprehensive full certificate program, accredited by ACCET.*

INTERNATIONAL PROTOCOL MANAGER TRAINING

Our 5-Day Full Certificate Program offered in the Middle East since 2009.

Under the patronage of The Presidential Court- Abu Dhabi and the Protocol Department - Dubai, The Protocol School of Washington offers an adapted version of its acclaimed Protocol Officer Training. The International Protocol Manager Training caters to the MENA region and an international audience with relevant content and activities. Reflecting regional preferences, U.S. graduates train as protocol officers, while those outside the U.S. train as protocol managers. This five-day course provides a comprehensive foundation in operational protocol through expert instruction, guided exercises, and coaching.

INTERCULTURAL ETIQUETTE AND PROTOCOL TRAINER

Our flagship train-the trainer program.

This master course provides expert, interactive instruction, licensing participants to train others in intercultural etiquette, business protocol, executive entertaining, professional image, and cultural awareness. *Intercultural Etiquette and Protocol Trainer is a comprehensive full certificate program, accredited by ACCET.*

SINGLE SUBJECT COURSES

Virtual-live training modules on specific topics offered periodically. *Single Subject Courses are accredited by ACCET.*



ON-SITE PRIVATE & CUSTOMIZED COURSES

Whether you need a concentrated one-day seminar, a three-day training session, or an in-depth leadership and professional development program, The Protocol School of Washington can deliver a custom program onsite or online that achieves your organization's learning objectives.

For large groups, we offer private sessions of our open enrollment certificate programs in the modality and sequence that meets your organization's needs.

COACHING

We provide personalized 1:1 coaching for both personal and professional development, helping individuals refine their skills for success. We also offer coaching services for teams, focusing on delivering exceptional guest experience.

CONSULTING

PSOW provides protocol and event consulting, and support organizations with staffing, org-restructure, policy and operational manual development and sourcing top graduates for leadership roles.

E-LEARNING

Our e-learning courses are designed exclusively for organizations that want to invest in the professional development of their staff. Flexible, mobile, and cost-effective, e-learning is ideal for in-person or virtual teams. Choose from curated content or mix and match modules to create a customized learning path.

ACCREDITATION & ALLIANCES



Accreditation Recognized by the
US Department of Education

UNITED ARAB EMIRATES
PRESIDENTIAL COURT



الإمارات العربية المتحدة
ديوان الرئاسة

UNITED ARAB EMIRATES
PROTOCOL DEPARTMENT - DUBAI



الإمارات العربية المتحدة
دائرة التشرؤفات و الضافة - دبي



WOMEN
OWNED



The
Protocol School
of Washington®

Unlock a world
of **expertise.**

Gain access to the **global network** of PSOW alumni.

“...finest continuing education I have ever taken in my career...”



Director of University Events
and Ceremonies
University of the Pacific
United States of America
Steven Whyte

“...meticulous modules tackling critical topics...”



Head of VIP Scheduling
and Coordination
Saudi Aramco
Saudi Arabia
Israa Garatli

“...best I have attended in my entire life...”



Chief Commander
Dubai Civil Defense
United Arab Emirates
**First Lieutenant
Ahmad Rubaya**

“...complete protocol and etiquette training...”



Entrepreneur
Trinidad and Tobago
Tarin Hodges

“...definitely recommend others to take the class...”



Executive Assistant
US Department of Defense
Heidi Sikorski

“...all that I experienced served the U.S. Army War College well...”



Former Director
U.S. Army War College
David Andino-Aquino

See more testimonials and view our extensive
online resources at **www.psow.edu**.