



# The Protocol School of Washington®

## 1988-2024 TIMELINE

### 1988

- PSOW is **founded** by pioneer etiquette expert **Dorothea Johnson**.
- Johnson inks a deal with **The Ritz-Carlton**, Tysons Corner (while still under construction).
- PSOW graduates **first class** of 22 independent etiquette consultants, all from the USA.



### 1990-1992

- The Protocol School of Washington®.
- PSOW graduates **first non-US students** from Canada and Puerto Rico.
- PSOW adds to its roster **international students** from Bulgaria, England, France, Japan, and Scotland.



### 1993-1996

- Dorothea launches **two programs**:
1. Train to be a Children's Etiquette Consultant
  2. Tea & Etiquette Training



### 1997

- Chief of Protocol at Wright-Patterson Air Force Base, **Pamela Eyring**, graduates from PSOW's Train to be a Corporate Etiquette and International Protocol Consultant course.
- The **Little Book of Etiquette** by Dorothea Johnson is published.



### 2000

- Number of **graduates** reaches **2,000**.



### 2002

- **Pamela** is invited by Dorothea to be a **master trainer** for the Train to be a Corporate Etiquette and International Protocol Consultant course.



# 2005

- Pamela acquires PSOW from Dorothea after a lengthy vetting process. **Dreams do come true!**

- Pamela adds an **International Protocol** side to the **business**.

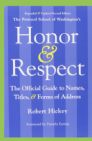


# 2006

- Pamela launches **5-day Protocol Officer Training Course** with 25 students. People from around the world – including government, military, corporate, entrepreneurs and academia – flock to PSOW.



# 2007



- PSOW launches **National Protocol Officer Week** and **National Business Etiquette Week**.

- Robert Hickey authors and debuts The Protocol School of Washington's **Honor & Respect: The Official Guide to Names, Titles, and Forms of Address**.

PSOW hosts its **first Global Education Summit**.

PSOW is contacted by the **Protocol Department - Dubai (PDD)**, United Arab Emirates to discuss conducting a protocol course in their country.

Pamela and Deputy Director, Robert Hickey, travel to Dubai and begin relationship building with PDD. They officially **sign a patronage agreement** to conduct a customized open-enrollment protocol course twice a year.



# 2008

# 2009

- PSOW goes global and jointly hosts the **first International Protocol Manager Training (IPMT)** with PDD in Dubai, UAE, with more than 30 students.
- PSOW becomes **accredited** by Accrediting Council for Continuing Education and Training.
- PSOW signs a partnership with the **Trinidad & Tobago Hospitality & Tourism Institute (THTI)** and continues to go global.



# 2010

- PSOW conducts IPMT for the **first time** in The **Republic of Turkey** for the Protocol Department of the President.
- PSOW awards Mr. Ahmed Alzaabi, Assistant Director of the Protocol Department-Dubai, its **first International Protocol Leadership Excellence Award**.



# 2011

- PSOW debuts **Advanced International Protocol Course (AIPC)** in Dubai, UAE.
- Pamela is **invited to Riyadh**, Kingdom of Saudi Arabia, to meet with His Excellency, The **Secretariat General of the Gulf Cooperation Council (GCC)** to discuss protocol training opportunities for their organization.



# 2012

- PSOW conducts its first customized **20-week Presidential Protocol Course** Abu Dhabi.
- PSOW opens its first international Sales and Marketing **office** in **Dubai**.
- PSOW obtained approval from the U.S. **General Services Administration (GSA)** to provide training to the federal government.
- PSOW moves into **new Headquarters**.



# 2013

- PSOW conducts **training for the governments** of Kurdistan, Suriname and the GCC Protocol Department in Riyadh, Kingdom of Saudi Arabia.
- PSOW becomes a **certified Women Owned Small Business** with the U.S. Women's Chamber of Commerce.
- Pamela is an **Enterprising Woman of the Year** recipient.
- PSOW graduates reach nearly **4,000** in **68** countries.



# 2014-2015



- PSOW conducts its **10th IPMT course** in United Arab Emirates.
- PSOW celebrates its 25th Anniversary with a **second Global Education Summit**.

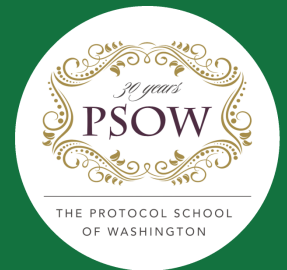
# 2016-2018



- PSOW receives national certification as a **Women's Business Enterprise** by the Greater Women's Business Council, a regional certifying partner of the Women's Business Enterprise National Council (WBENC).
- Pamela Eyring celebrates **10 year anniversary** owning PSOW.
- PSOW spans the globe with graduates in **80+** countries.
- Train to be a Corporate Etiquette and International Protocol Consultant title changed to **Intercultural Etiquette and Protocol Trainer** Course.

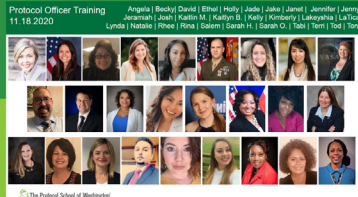
# 2019

- PSOW celebrates **30 years** with third Global Education Summit.



# 2020

PSOW pivots through COVID-19 challenging times and successfully offers its **full certificate programs** (Protocol Officer Training and International Protocol Manager Training) in **live, online modality**.



- PSOW launches **e-learning lessons** for enterprise-wide learning.
- PSOW offers its full certificate program (**Intercultural Etiquette and Protocol Trainer**) in **live, online** modality licensing participants to train others in-person and virtually.

# 2021

- PSOW offers **single subject courses** in live, online modality.

# 2022



- PSOW appoints **first ever Vice President**, Saeed ALSalkhadi.
- PSOW returns to in-person public courses at **full capacity** and with **waitlists**.

# 2023



- PSOW delivers **first all women** public course in **Saudi Arabia**.

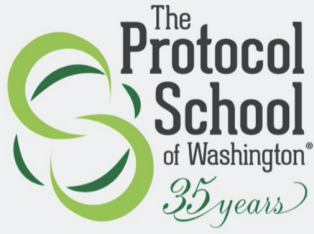
- PSOW is awarded **multi-year federal government** contract with Marine Barracks Washington, DC.

- PSOW conducts private **training at the National Museum of the U.S. Air Force** in Ohio, the oldest and largest military aviation museum in the world!



- PSOW trains **450 participants** for the UN Conference of the Parties (**COP28**) in the UAE in **hybrid modality** within 8 weeks.





2024

# GLOBAL EDUCATION SUMMIT

AUGUST 7-10, 2024

THE RITZ-CARLTON, TYSONS CORNER | MCLEAN, VIRGINIA



## GLOBAL REACH

PSOW graduates exceed 6000 from 90+ countries.



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