Executive Protocol and Corporate Diplomacy Training Course



07 - 11 Dec 2026

Casablanca

4500 € (Per Person)

Ref: #EA3904_258951

Course Introduction / Overview:

This comprehensive training course is designed to elevate the skills of executive support professionals, transforming their role from administrative to strategic. In today's globalized business environment, the principles of international protocol and corporate diplomacy are no longer confined to embassies and state departments; they are critical for corporate success. This program delves into the sophisticated nuances of diplomatic etiquette, stakeholder relations, and high-level event management, equipping participants to navigate complex professional landscapes with confidence and finesse. Drawing upon foundational concepts articulated by renowned figures like Sir Ernest Satow in his seminal work, "A Guide to Diplomatic Practice," the course bridges traditional diplomatic wisdom with contemporary corporate challenges. Participants will learn to manage executive communications, orchestrate flawless VIP visits, and apply cross-cultural intelligence to foster positive international relationships. BIG BEN Training Center has meticulously crafted this curriculum to empower executive secretaries and assistants to become indispensable diplomatic assets to their organizations, capable of upholding corporate image and facilitating seamless executive operations on a global scale. This is more than a course on etiquette; it is a masterclass in strategic influence and professional excellence.

Target Audience / This training course is suitable for:

- Executive Secretaries.
- Personal Assistants to Senior Management.
- Executive Assistants.
- Administrative Professionals and Managers.
- Office Managers supporting C-suite executives.
- Public Relations Officers.
- Corporate Communications Staff.
- Support staff in international affairs departments.
- Anyone aspiring to a senior administrative or executive support role.

Target Sectors and Industries:

- Multinational Corporations.
- Government Ministries, Embassies, and Public Sector Agencies.
- Banking and Financial Institutions.
- Oil and Gas Sector.
- Telecommunications and Technology Companies.
- International Non-Governmental Organizations (NGOs).
- Hospitality and High-End Service Industries.
- Legal and Consulting Firms.
- Aviation and Transportation Authorities.

Target Organizations Departments:

- Office of the CEO, Chairman, and Board of Directors.
- Public Relations and Corporate Communications.
- International Relations and Affairs.
- Legal and Compliance Departments.
- Human Resources and Administration.
- Marketing and Business Development.
- Event Management and Corporate Hospitality.
- Investor Relations.

Course Offerings:

By the end of this course, the participants will have able to:

- Master the core principles of international protocol and diplomatic etiquette.
- Apply corporate diplomacy techniques to enhance stakeholder relationships.
- Manage high-level meetings, events, and VIP visits with flawless execution.
- Develop advanced cross-cultural communication and business etiquette skills.
- Handle sensitive information and confidential correspondence with utmost discretion.
- Craft professional and diplomatic communications for various official purposes.
- Understand the rules of precedence, seating arrangements, and flag protocol.
- Support executives in preparing for international travel and delegations.
- Act as a strategic gatekeeper and a polished representative of their organization.
- Implement protocol for digital communication and social media engagement.

Course Methodology:

The training methodology at BIG BEN Training Center is designed to be highly interactive, practical, and engaging, ensuring that participants can immediately apply their learning in a professional context. This course moves beyond theoretical lectures to immerse attendees in real-world scenarios through a blend of instructional techniques. Central to our approach are case studies of international business interactions and diplomatic events, which are analyzed in group discussions to extract key lessons. Role-playing exercises will allow participants to practice skills such as managing difficult conversations, greeting international delegations, and handling protocol-related challenges in a safe and supportive environment. Interactive workshops, brainstorming sessions, and peer-to-peer feedback are integrated throughout the five days to foster collaborative learning and diverse perspectives. Our expert instructors facilitate the sessions, providing personalized coaching and drawing upon their extensive experience in the fields of diplomacy and corporate protocol. The program emphasizes a hands-on approach, ensuring that every participant leaves with a tangible and enhanced skill set ready for immediate implementation in their executive support role.

Course Agenda (Course Units):

Unit One: Foundations of International Protocol and Corporate Diplomacy

- The strategic importance of protocol in the corporate world.
- Defining corporate diplomacy and its impact on business success.
- Historical overview and evolution of diplomatic practices.
- Key terminology and concepts in protocol and etiquette.
- The role of the executive assistant as a diplomatic liaison.
- Understanding precedence, seniority, and official titles.
- Core principles of courtesy, respect, and cultural sensitivity.

Unit Two: Mastering Business Etiquette and Cross-Cultural Communication

- Global business etiquette for meetings and introductions.
- Mastering the art of handshakes and business card exchange.
- Navigating different communication styles across cultures.
- Understanding non-verbal cues and body language internationally.
- Professional dress codes for various business occasions.
- Dining etiquette and protocols for business lunches and dinners.
- Gift-giving customs and taboos in a global context.

Unit three: Protocol in Practice: Managing Events and VIPs

- Planning and executing high-level corporate events and functions.
- Protocol for receiving and hosting VIPs and international delegations.
- Developing checklists for official visits and site tours.
- Mastering seating arrangements for meetings, dinners, and events.
- Correct usage of flags, anthems, and national symbols.
- Coordinating with security, logistics, and transportation teams.
- Managing media interactions and press protocols during events.

Unit Four: The Diplomatic Executive Assistant: Communication and Correspondence

- Crafting diplomatic emails, letters, and official invitations.
- Techniques for effective and discreet telephone etiquette.
- Managing executive correspondence with confidentiality.
- The art of gatekeeping and managing access to executives.
- Digital diplomacy: Protocol for video conferencing and social media.
- Preparing briefings and agendas for high-stakes meetings.
- Mastering the art of active listening and thoughtful inquiry.

Unit Five: Advanced Strategies in Stakeholder Relations and Crisis Support

- Applying diplomatic skills to manage internal and external stakeholders.
- Supporting executives in negotiation and conflict resolution scenarios.
- The assistant's role in preliminary crisis communication.
- Building and maintaining a professional network.
- Personal branding and projecting a professional executive image.
- Managing stress and maintaining composure under pressure.
- Developing a personal action plan for continuous professional development.

FAQ:

Qualifications required for registering to this course?

There are no requirements.

How long is each daily session, and what is the total number of training hours for the course?

This training course spans five days, with daily sessions ranging between 4 to 5 hours, including breaks and interactive activities, bringing the total duration to 20 - 25 training hours.

Something to think about:

In an era of instant digital communication, how can the timeless principles of protocol and diplomacy be adapted to maintain executive presence and prevent international misunderstandings online?

What unique qualities does this course offer compared to other courses?

This course distinguishes itself by uniquely integrating the time-honored, formal principles of international diplomacy with the fast-paced, practical demands of the modern corporate environment. While many programs focus solely on surface-level business etiquette, this training delves into the strategic application of protocol as a tool for building relationships, mitigating risk, and enhancing organizational reputation. It is specifically tailored for the executive support professional, recognizing their pivotal role as a central communication hub and a guardian of the executive's image. The curriculum moves beyond administrative tasks to cultivate a diplomatic mindset, empowering participants to act with strategic foresight and cultural intelligence. We emphasize real-world application through complex case studies and immersive role-playing scenarios that mirror the challenges faced in C-suite offices. The focus is not just on what to do, but on understanding the underlying cultural and political sensitivities that inform why certain protocols are critical. This fosters a deeper, more intuitive mastery of the subject, transforming an assistant into a trusted advisor and a key diplomatic asset.