



The Protocol and Etiquette Training Certification Course

21 - 25 Dec 2026
Abu Dhabi



The Protocol and Etiquette Training Certification Course

Ref.: 1021_75129 **Date:** 21 - 25 Dec 2026 **Location:** Abu Dhabi **Fees:** 4500 **Euro**

Overview:

In today's business world, understanding the ins and outs of protocol and etiquette is a must, especially in the realm of public relations. The Protocol and Etiquette Training Course provides a comprehensive examination of best practices in etiquette, spikes protocol, client protocol, and diplomacy. Our public relations courses weave together PR theory and practical training to help professionals navigate office politics and organizational politics, emphasizing the role of a public relations officer and public relations manager. Understanding the PR landscape and acquiring these professional skills are crucial in fostering productive relationships and maintaining a positive business image.

Target Audience:

- Public Relations Officers
- Public Relations Managers
- Diplomats
- Client Relations Managers
- Business Managers
- Communication Officers
- Anyone interested in enhancing their PR and etiquette skills.

Targeted Organizational Departments:

- Public Relations Departments
- Client Relations Departments
- Human Resources
- Management teams

Targeted Industries:

- PR firms
- Hospitality industry
- Corporate businesses
- International diplomacy
- Politics

Course Offerings:

By the end of this course, participants will:

- Have a deep understanding of public relations definition and the role of a public relations manager and public relations officer
- Be able to navigate office politics and organizational politics effectively
- Master the etiquette, including email etiquette and business etiquette
- Learn about client protocol, spikes protocol, and protocol diplomacy
- Understand the importance of PR in politics

Training Methodology:

This professional training course uses a mix of methods to ensure a comprehensive learning experience. The course includes interactive sessions, case studies, group work, and individual exercises. Real-world scenarios are used to illustrate office politics, PR strategies, and proper business etiquette. Participants will also have opportunities to role-play as a public relations officer and public relations manager, addressing PR scenarios with diplomacy and client protocol.

Course Toolbox:

Participants will be provided with:

- Workbooks containing essential information on public relations, etiquette, and protocol
- A guide on office politics and organizational politics
- Templates for email etiquette
- Case studies highlighting effective public relations strategies
- Checklists for spikes protocol and client protocol
- Online resources for continuous learning

Course Agenda:

Day 1: Understanding Public Relations

- Topic 1: Introduction to Public Relations - Understand what is public relations
- Topic 2: Role of a Public Relations Manager and Public Relations Officer
- Topic 3: Importance of PR in Politics and Business
- Reflection & Review: Assess your understanding of public relations, the roles of PR manager and PR officer



Day 2: Navigating Organizational and Office Politics

- Topic 1: Understanding Organizational Politics
- Topic 2: Managing Office Politics - Strategies and Tools
- Topic 3: PR's Role in Organizational and Office Politics
- Reflection & Review: Discuss experiences with office politics, brainstorm strategies for effective management

Day 3: Mastering Etiquette

- Topic 1: Importance of Etiquette in Public Relations
- Topic 2: Business Etiquette - Dos and Don'ts
- Topic 3: Email Etiquette in a Professional Setting
- Reflection & Review: Role-play scenarios requiring business etiquette, reflect on the importance of proper email etiquette

Day 4: Understanding Protocol

- Topic 1: Introduction to Protocol - Spikes Protocol and Client Protocol
- Topic 2: Protocol in Diplomacy
- Topic 3: Role of Protocol in PR
- Reflection & Review: Discuss the importance of protocol in public relations, reflect on real-world examples of protocol in diplomacy

Day 5: Implementing What We've Learned

- Topic 1: Case Studies of Successful PR Strategies
- Topic 2: Role-Playing PR Scenarios
- Topic 3: Course Wrap-up: The Future of PR, Protocol, and Etiquette
- Reflection & Review: Reflect on what you've learned in this training course, discuss how you can implement these learnings in your current role

How This Course is Different from Other Protocol and Etiquette Training Courses:

Our course goes beyond traditional professional training courses. It links PR theory to practical real-world applications, providing a comprehensive understanding of the interplay between public relations, politics, etiquette, and protocol. The course uses innovative training methods to impart skills, making it a standout among public relations courses. Its in-depth coverage of office politics, organizational politics, and protocol diplomacy makes it a valuable resource for anyone aiming to improve their PR skills and knowledge.



Training Course Categories

Agile PM and Project Management Training Courses

Certified Courses By International Bodies

Communication and Public Relations Training Courses

Data Analytics Training and Data Science Courses

Environment & Sustainability Training Courses

Finance and Accounting Training Courses

Governance, Risk and Compliance Training Courses

Human Resources Training and Development Courses

IT Security Training & IT Training Courses

Leadership and Management Training Courses

Legal Training, Procurement and Contracting Courses

Maintenance Training and Engineering Training Courses

Marketing, Customer Relations, and Sales Courses

Occupational Health, Safety and Security Training Courses

Personal & Self-Development Training Courses

Quality and Operations Management Training Courses

Secretarial and Administration Training Courses



Training Cities

Abu Dhabi UAE	Accra Ghana	Al Jubail Saudi Arabia
Amman Jordan	Amsterdam Netherlands	Athens Greece
Baku Azerbaijan	Bangkok Thailand	Barcelona Spain
Berlin Germany	Cairo Egypt	Cape town South Africa
Casablanca Morocco	Chicago USA	Doha Qatar
Dubai UAE	Frankfurt Germany	Geneva Switzerland
Istanbul Turkey	Jakarta Indonesia	Johannesburg South Africa
Kuala Lumpur Malaysia	Kuwait Kuwait	Langkawi Malaysia
Lisbon Portugal	London UK	Madrid Spain
Manama Bahrain	Marbella Spain	Milan Italy
Montreux Switzerland	Munich Germany	Muscat Oman
Nairobi Kenya	New York USA	Paris France
Phuket Thailand	Porto Portugal	Prague Czech Republic



Training Cities

Riyadh

Saudi Arabia

Rome

Italy

San Diego

USA

Seoul

South Korea

Sharm El-Sheikh

Egypt

Singapore

Singapore

Tashkent

Uzbekistan

Tbilisi

Georgia

Tokyo

Japan

Toronto

Canada

Trabzon

Turkey

Vienna

Austria

Zanzibar

Tanzania

Zoom

Online Training