The Protocol and Etiquette Training Certification Course

28 December 2026 – 1 January 2027
Addis Ababa

AGILE LEADERS
Training Center

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Ref: 1021_224185 **Date:** 28 December 2026 – 1 January 2027 **Location:** Addis Ababa **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

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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.