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Riyadh - Al Khaleej District - Sheikh Abdul Aziz Bin Abdul Rahman Bin Bishr Street - 13223 - Office No. 5 | P.O.BOX : 13224

Course: Business Etiquette and Protocol

Code	City	hotel	Start	End	price	Language - Hours
PR-344SA	Dammam	Hotel Meeting Room	2027-02-07	2027-02-11	9950 SR	En - 25

Introduction

This program is designed for:

Personnel officers, personal assistants, employees in the hospitality business and all those whose position requires dealing and interacting with important persons in both government and private sectors.

Objectives

- Behave correctly in both business and social situations.
- Interact effectively with different types of guests.
- Play the role of the ideal host at various functions.
- Organize and manage events such as business luncheons and formal dinners.
- Meet and greet important guests, clients and customers in a proper manner.
- Deal successfully with the media.

Content

Definitions of Etiquette and Protocol

- The Importance of Etiquette in Business
- The Importance of Protocol in Business
- Applying the Right Behavior in Different Situations
- Creating the Right Image for your Organization
- Image Building and Image Management

Guest Relations

- Gaining Guests’ Respect
- Understanding Human Relations
- Proper Greetings and Introductions
- Professional Hand-Shaking
- Giving Business Cards in a Proper Way
- People’s Names (Pronunciation and Remembering)

The Ideal Host

- Key Qualities of the Ideal Host
- Dealing with Different Types of Guests
- Handling Difficult Personalities
- Dealing with Guests’ Complaints
- Handling Guests’ Complaints in a Timely Manner
- Perception and Business Relations

Managing Events and Behavior

- The Business Meal
- Table Manners at Business Lunches and Business Dinners
- Setting of the Room and Table
- Mistakes to Avoid at Business Events
- Meeting Guests at Airports

Proper Communication Etiquette

- Phone Etiquette
- Meeting Etiquette
- Email Etiquette

Handling the Media

- Dealing with Questions
- Handling Confidential Information
- Effective Public Relations

Time and Task Management

- Prioritizing Tasks and Managing Time Effectively
- Tools and Techniques for Efficient Time Management
- Delegating and Coordinating Tasks
- Managing Stress and Avoiding Burnout

Development of Communication Skills and Interaction with VIPs

- Effective Communication Techniques
- Verbal and Non-Verbal Communication
- Active Listening and Empathy
- Interaction with VIPs
- Building Rapport and Trust
- Handling Difficult Situations with Diplomacy

The Scandinavian Academy for Training Center adopts the latest scientific and professional methodologies in training and human resource development, aiming to enhance the efficiency of individuals and organizations. Training programs are delivered through a comprehensive approach that includes:

- Theoretical lectures supported by PowerPoint presentations and visual materials (videos and short films).
- Scientific evaluation of participants before and after the program to measure progress and knowledge acquisition.
- Brainstorming sessions and practical role-playing to simulate real-life scenarios.
- Case studies tailored to align with the training content and participants work nature.
- Assessment tests conducted at the end of the program to evaluate the achievement of training objectives.

Each participant receives the training material (both theoretical and practical) in printed form and saved on a CD or flash drive. Detailed reports, including attendance records, final results, and overall program evaluations, are also provided.

Training materials are prepared professionally by a team of experts and specialists in various fields. At the end of the program, participants are awarded a professional attendance certificate, signed and accredited by the Scandinavian Academy for Training Center.

Program Timings: 9:00 AM to 2:00 PM

The program includes:

- A daily buffet provided during the sessions to ensure participants comfort.
- A closing ceremony on the final day to distribute certificates and celebrate participants achievements.
- **Note: All prices are exclusive of 15% Value Added Tax (VAT).**

Our Success Partners

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