

Mobile | 00966536473335 : Mobile | 00966112695229 : Phone : 00966552365295
Email | info.en@scandinavianacademy.co Web site:https://scandinavianacademy.co/en :
Riyadh - Al Khaleej District - Sheikh Abdul Aziz Bin Abdul Rahman Bin Bishr Street - 13223 - Office No. 5 | P.O.BOX : 13224

Course: Reception Etiquette & Professional Guest Relations

Code	City	hotel	Start	End	price	Language - Hours
AC-946SA	Jeddah	Hotel Meeting Room	2026-12-20	2026-12-24	9950 SR	En - 25

Course Introduction

Reception staff represent the first point of contact between an organization and its visitors, clients, and business partners. Their professional behavior, communication skills, and ability to create a positive first impression play a vital role in shaping the organization`s image and reputation.

This training program is designed to develop participants` professional reception skills and introduce them to the essential principles of reception etiquette, business protocol, effective communication, and customer service excellence.

Participants will gain the knowledge and practical skills required to welcome visitors professionally, handle different personalities, manage challenging situations, and deliver a high-quality reception experience that reflects the organization`s standards and values.

General Objective

To develop participants` professional competencies in reception etiquette, business protocol, and guest relations, enabling them to welcome and assist visitors with confidence, courtesy, and professionalism while enhancing customer satisfaction and promoting a positive organizational image.

Specific Objectives

By the end of the course, participants will be able to:

- Understand the role and responsibilities of professional reception staff.
- Apply professional etiquette and business protocol when welcoming visitors.
- Demonstrate effective greeting, introduction, and interpersonal communication skills.
- Use appropriate body language, facial expressions, and tone of voice.
- Handle different visitor personalities and behavioral styles professionally.
- Apply proper telephone etiquette and call-handling techniques.
- Manage complaints, difficult visitors, and challenging situations effectively.
- Organize appointments, meetings, and visitor reception procedures.
- Maintain professional appearance, confidentiality, and workplace ethics.
- Improve visitor experience and contribute to higher levels of customer satisfaction.
- Target Participants

Target Audience

- Receptionists and Front Desk Officers
- Customer Service Representatives
- Public Relations and Corporate Communication Officers.
- Secretaries and Administrative Assistants.
- VIP and Official Guest Reception Officers.
- Hotel, Hospital, and Service Center Reception Staff.
- Reception and Guest Relations Supervisors.
- Employees responsible for dealing directly with visitors and clients.

Training Content

Day 1: Fundamentals of Reception Etiquette and Professional Conduct

- Introduction to reception etiquette and its importance in the workplace.
- The receptionist`s role in creating the organization`s first impression.

- Key responsibilities and duties of professional reception staff.
- Professional appearance, personal grooming, and workplace behavior.
- Principles of courtesy, respect, and professional interaction.
- Proper greeting techniques and professional self-introduction.
- Common reception mistakes and how to avoid them.

Day 2: Business Protocol and Professional Guest Reception

- Principles of business etiquette and reception protocol.
- Professional procedures for welcoming VIPs and official delegations.
- Visitor reception priorities and professional hospitality standards.
- Proper guest guidance, escorting, and hospitality arrangements.
- Etiquette of handshaking, introductions, and formal greetings.
- Handling unexpected and walk-in visitors.
- Managing visitor flow and reception area organization.

Day 3: Effective Communication and Interpersonal Skills

- Fundamentals of effective verbal and non-verbal communication.
- Body language and facial expressions in professional interactions.
- Voice tone, speaking techniques, and appropriate language.
- Active listening and identifying visitors` needs.
- Asking appropriate questions and providing clear information.
- Telephone etiquette and professional call-handling techniques.
- Professional email and business messaging etiquette.
- Communicating effectively with different personality types.

Day 4: Handling Difficult Situations and Customer Service Excellence

- Understanding service quality and visitor experience.
- Techniques for handling complaints and objections.
- Dealing with angry, dissatisfied, and difficult visitors.
- Managing pressure and high volumes of visitors.

- Handling unexpected and emergency situations.
- Problem-solving and decision-making within professional responsibilities.
- Confidentiality, privacy, and information protection.
- Turning negative visitor experiences into opportunities to improve satisfaction.

Day 5: Professional Excellence and Reception Performance Improvement

- Standards of excellence in reception and guest relations.
- Appointment scheduling and meeting coordination.
- Time management and prioritization techniques.
- Using digital tools and technologies in reception operations.
- Preparing daily reports and maintaining visitor records.
- Performance indicators and reception service quality measurement.
- Building and maintaining a positive professional organizational image.
- Comprehensive review of reception etiquette and business protocol principles.

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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Academy
Training Center
00966112695229
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المملكة العربية السعودية - الرياض - حي الخليج - شارع الشيخ عبد العزيز بن عبد الرحمن بن بشر - 13223 - مكتب رقم 5
Riyadh - Al Khaleej District - Sheikh Abdul Aziz Bin Abdul Rahman Bin Bishr Street - 13223 - Office No. 5