

# € TRAINING

Conference on Mastering Business Etiquette  
and Protocol

31 August -  
4 September 2025  
Online





# Conference on Mastering Business Etiquette and Protocol

REF: C1436 DATE: 31 August - 4 September 2025 Venue: Online - Fee: 2200 Euro

## Introduction:

Business etiquette and protocol define the standards of professional conduct, communication, and interaction in corporate and international business environments. They influence first impressions, shape professional relationships, and impact business success. This conference explores key principles of business etiquette, from workplace decorum to international protocol. It empowers participants to communicate effectively, navigate corporate settings with confidence, and uphold professional standards in diverse business situations.

## Conference Objectives:

By the end of this conference, participants will be able to:

- Identify the fundamental principles of business etiquette and professional behavior.
- Explore the protocols for business meetings, dining, and corporate events.
- Assess networking techniques for building and maintaining professional relationships.
- Analyze cultural differences and etiquette considerations in international business.
- Discover corporate protocol for high-level interactions and crisis management.

## Target Audience:

- Business Executives and Managers.
- Corporate Leaders.
- Professionals involved in international business.
- HR and Organizational Development Professionals.
- Entrepreneurs and Business Consultants.

## Conference Outline:

### Unit 1:

#### Fundamentals of Business Etiquette:

- Principles of professional behavior in business environments.
- Elements of workplace etiquette and corporate decorum.

- Factors influencing first impressions in professional interactions.
- Protocols for written and verbal business communication.
- Structures for building professional relationships with trust and respect.

## Unit 2:

### Professional Meeting and Dining Etiquette:

- Protocols for corporate meetings and formal engagements.
- Principles of hosting and attending business dinners.
- Guidelines for business negotiations and professional conduct.
- Dress codes for corporate functions and industry settings.
- Seating arrangements and hierarchical considerations in formal events.

## Unit 3:

### Networking and Business Relationship Management:

- Principles of professional networking and structured introductions.
- Methods for effective small talk in business environments.
- Structures for handling business cards in corporate settings.
- Approaches for maintaining professional relationships.
- Strategies for follow-up communication and long-term engagement.

## Unit 4:

### International Business Etiquette and Cultural Awareness:

- Cultural frameworks influencing global business interactions.
- Variations in communication styles across different regions.
- Factors affecting business etiquette in international negotiations.
- Protocols for addressing senior executives and dignitaries.
- Considerations for adapting business practices to cultural expectations.

## Unit 5:

### Business Protocol in Corporate and Social Settings:

- Guidelines for corporate protocol in formal business events.
- Structures for managing high-level business conferences.
- Protocols for interacting with VIPs, dignitaries, and executives.
- Factors influencing professionalism in crisis management.
- Business etiquette as part of corporate identity and workplace culture.