Found in Translation: Global Protocol for Foreign Delegations
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Protocol (definition)
• Accepted practices developed among nations in the course of their contacts with one another.
• It is a combination of good manners and common sense which allows for effective communication between heads of state and their representatives.
• It is not static, but rather, an evolving science.

Etiquette (definition)
• Body of manners and forms prescribed by custom, usage, or authority.
• It is the accepted behavior when people deal with one another.
• Etiquette preserves respect for the rights and dignities of others. In short, etiquette is good manners, it is not artificial. It is a practical set of rules.
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In Practice

Protocol involves etiquette on a local and international scale, and the practice of good manners on a daily basis.

Importance

The set of rules prescribing good manners in official life and in ceremonies involving governments and nations and their representatives.

Recognized system of international courtesy.
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Why is this important to you?

People begin to evaluate us before any words are ever spoken and especially in foreign countries.

“Who you are speaks so loudly that I do not hear what you say.” ~Emerson

Your actions are a reflection of:
  – Your organization, your family
  – Your state, your country

More importantly, YOU
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How to Prepare

Homework
Available Resources
Experience
Common Sense
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How to Prepare

Homework

• Culture
• Cities, regions, major provinces
• Local customs
• Business norms
• Food
• Religions
• Demographics
• Useful phrases
• News, current events
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How to Prepare

Available Resources

- State International Trade or Protocol Offices
- State Highway Patrol – State National Guard
- US Department of State: www.state.gov
- US Armed Forces – all branches
- White House – Social Secretary
- Books; internet links; associations
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What is your local IQ?

Match the following Saudi cities with the appropriate reference:

a. Jeddah 1. The capital of Saudi Arabia
b. Makkah (Mecca) 2. A seaport and major commercial center of Saudi Arabia
c. Riyadh 3. The birthplace of the prophet Mohammad
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What is your local IQ?

Correct Answers

a. Jeddah
2. A seaport and major commercial center of Saudi Arabia

b. Makkah (Mecca)
3. The birthplace of the prophet Mohammad

c. Riyadh
1. The capital of Saudi Arabia
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How to Prepare

Experience & Attitude

- No substitute
- Manners constitute actions
- Actions comprise attitude
- Attitude reflects:
  - Self-confidence
  - Social position w/colleagues
  - Personal Relationships
- Attitude determines:
  - Success or Failure
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What is your Protocol/Etiquette IQ?

On a trade mission to Russia, the host offers you vodka, but due to your official capacity/personal preferences/etc. you must steer clear from alcoholic drinks. Should you:

A. Accept the vodka but not drink any of it.
B. Politely decline and expect the host to understand.
C. Politely accept the vodka and pour it out when the host is not looking.
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What is your Protocol/Etiquette IQ?

Correct Answer

A. Accept the vodka but not drink any of it.
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How to Prepare

Common Sense

• Act with reason and respect

• Golden Rule:
  • Treat others as you would like to be treated

• Platinum Rule:
  • Treat others as they would like to be treated
The Italian prime minister, Silvio Berlusconi, drew a lot of attention in January of 2004 because:

a. After four years of legal battles, he was cleared of charges of corruption.
b. He revealed his new, cosmetically enhanced face.
c. His right-wing party, Forza Italia, eradicated the budget deficit.
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What is your Political Figure IQ?

Correct Answer

b. He revealed his new, cosmetically enhanced face.

At the time the sixty-seven year old thanked his wife, Veronica, for convincing him to undergo plastic surgery.
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How to Prepare

Missions: High Stress Exercises

- Murphy’s Law prevails but compounded with local nuances
- Airport Arrivals and Departures
- Itinerary and Meeting Locations
- Transportation and Logistics
- Hospitality Events and Formal Functions
- Delegation Members
- Communication Challenges
- Security Concerns and Challenges