

# International Business Etiquette and Protocol

– *Seminar Design* –

**Patrick LeMont Schmidt**

**Trainer**

Geibelstr. 23 - 40235 Duesseldorf  
Tel: 0 221 1709 250 — Fax: 0 211 1709 251  
E-Mail [pschmidt.de@t-online.de](mailto:pschmidt.de@t-online.de)  
Internet: [www.agcc.de](http://www.agcc.de)

# International Business Etiquette and Protocol

*Whether you are on a business trip, participating in a project or going to a social event, good sense and everyday manners can make the difference between success or failure. This is why the acquisition of social and etiquette skills is of the utmost necessity. Through the use of case studies, role plays and discussions, the seminar will show you how to use personal skills to interact with people more effectively, making long lasting contacts, win clients and close deals. The language of instruction is English.*

## **Seminar Goal:**

The acquisition of social skills will be the focus. The main points of interest will deal with etiquette strategies in the business world as well as in the private sphere.

## **Who should attend:**

Managing executives, group leaders, junior executives, office employees

## **Seminar Contents:**

### **1. Examining the concept of "etiquette"**

- The historical origins of the term
- What are good manners (definition)?
- How each culture believes it has the only right solution to proper etiquette

### **2. Creating a successful corporate identity**

- What message do we want to transmit?
- Will first impressions correspond to expectations?
- Attaining the desired corporate image

### **3. Exploring the concept of communication**

- What is communication (definition)?
- German communication style versus British, French and American communication styles
- Non-verbal message: posture — the body from head to toe (standing, walking, sitting, gesturing)
- Obtaining the first customer contact, Small talk

### **4. Learning about good manners**

- Meeting and greeting, introductions, punctuality
- Exchanging business cards, handshaking, escorting the guest
- Addressing people, dealing with titles, mobile telephones, smoking
- Conference protocol

### **5. Dressing for Success**

- German and international business-dress codes, what does one wear for which occasion, color combination, shoes, accessories, etc

### **5. Style at the table**

- In the restaurant — who sits where, who orders, who pays
- In the home — some simple rules for both guest and host
- Dishes, glasses, silverware, napkins — table-top manners
- Drinking customs, proper wines, smoking

Interactive exercises, discussions, case studies and role playing confirm the above topics

## **The Seminar Trainer:**

Patrick Schmidt, an American by birth and education, has been more than 20 years active in the field of social and intercultural training. The focus of his seminars is international personnel work, the cooperation in multinational teams and social etiquette. His book "*Understanding American and German Business Cultures*" is also published in German "*Die amerikanische und die deutsche Wirtschaftskultur im Vergleich*"). He can be reached by e-mail: pschmidt.de@t-online.de, by telephone (49) 211 1709 250 or fax (49) 211 1709 251.

**Length of the Seminar:** 1 day (including dinner)

## Workshop Design for a one-day

# Business Etiquette Training Course

<u>Time</u>	<u>Activity</u>	<u>Training Purpose</u>
20 mins	<b>Introduction of both trainer and participants</b>	Opening and creating a climate of group activity — indirect small talk
5 mins.	<b>Expectations of both trainer and participants</b>	Establishing credibility
<b>Transition:</b> <i>After exploring the expectations of participants and trainer, introduce the workshop objectives that refers and reinforces (corrects) the expectations that have been expressed.</i>		
10 mins.	<b>The historical origins of the term “etiquette”</b>	Participants obtain historical perspective
30 mins.	<b>Groupwork: What are good manners?</b>	Participants think themselves what it means to be polite to others
45 mins	<b>Corporate identity</b>	How business etiquette strongly relates to a successful corporate image
15 mins	<b>Coffee break</b>	
10 mins.	<b>Examining the term “culture “</b>	Awareness that each culture believes it has the only right solutions to etiquette (ethnocentric)
5 mins	<b><i>Bodensee Dilemma</i> case study —</b>	How cultural values can affect decision-making and perception
<b>Transition :</b> <i>How do the different perceptions discussed earlier affect the various ways the communication (message) has been received.</i>		
20 mins.	<b>Examining <i>communication</i></b> Introduction and discussion on how we communicate	Introduce the idea that verbal and non-verbal communication styles have an impact on first impressions, making first contact and corporate identity

10 mins.	<b>Comparison of German and American communication styles</b>	Differences of etiquette style due to cultural values
----------	---	---

***Transition : With the initial cultural and theoretical background in mind, real social skills can be more effectively taught to the participants.***

45 mins.	<b>In the reception area and office I</b> Pleasant room and atmosphere, greetings accompanying the client from reception to office, hospitality (serving coffee properly, etc.), introductions, punctuality, — role playing	Acquiring techniques of proper etiquette
----------	--	--

45 mins.	<b>In the reception area and office II</b> Addressing people, dealing with titles, handshaking, exchanging business cards, smoking, (role playing), mobile telephones — role playing	Acquiring techniques of proper etiquette
----------	---	--

60 mins	<b>Lunch break</b>	
---------	--------------------	--

60 mins	<b>Presentations and Conferences</b> Effective appearance through positive body language (gestures, clothes, etc.) Sitting arrangements in conferences	Becoming more assured when speaking to the public, protocol procedures
---------	--	--

30 mins	<b>The Art of Small talking</b> What are good and bad topics, networking, working a room (role playing)	Learning to be more at ease when talking about non-serious subjects to strangers
---------	--	--

15 mins	<b>Coffee break</b>	
---------	---------------------	--

60 mins	<b>Dressing for Success</b>	German and international business-dress codes, what does one wear for which occasion, color combination, shoes, accessories, etc.
---------	-----------------------------	---

45 mins	<b>Review of table and eating manners</b>	Mental preparation for evening dinner
---------	---	---------------------------------------

15 mins	<b>Feedback, round-table discussion</b>	Action plan for the participants
---------	---	----------------------------------

18:00	<b>Gala Dinner</b>	Putting theory into practice
-------	--------------------	------------------------------