



*Training Course:
Correspondence, Etiquette, Protocols, and the Art
of Dealing with VIPs*

*29 December 2025 - 2 January 2026
Casablanca (Morocco)
New Hotel*

Training Course: Correspondence, Etiquette, Protocols, and the Art of Dealing with VIPs

Training Course code: MA235084 From: 29 December 2025 - 2 January 2026 Venue: Casablanca (Morocco) - New Hotel
Training Course Fees: 4500 € Euro

Introduction

Through the program of correspondence, etiquette, protocols, and the art of dealing with VIPs, the participants will learn about the most important goals and benefits. Introducing the concept of administrative correspondence and its foundations and principles. In addition to introducing the concept of etiquette and protocols and their importance in dealing with VIPs.

Objectives

- Enhancing written communication skills in administrative correspondence.
- Introducing the participants to the concepts of etiquette, protocols, and the art of dealing with VIPs.
- Developing the ability to write letters of welcome and farewell to senior guests.
- Enhancing public speaking skills in official events and in the presence of dignitaries.

Target Audience

- New employees and those with limited experience in administrative writing and dealing with VIPs.
- Employees who wish to develop their written communication and public speaking skills.

Outline

Day 1: Administrative correspondence

- Definition of administrative correspondence and its importance.
- Fundamentals of administrative writing and its application.
- Effective administrative letter-writing skills.
- Dealing with administrative responses, classifying them, and conducting follow-up.

Day 2: Etiquette and Protocols

- Definition of etiquette and its importance in government and private institutions.
- Social protocols and their importance in dealing with senior guests.

- The art of welcoming and farewell and its foundations on official occasions.
- How to deal with large guests and meet their needs.
- Preparing the venue and organizing parties and official events.

Day 3: The Art of Dealing with VIPs

- Defining VIPs, their types, and distinctive features.
- Understanding the thinking style of senior figures and how to deal with them.
- How to prepare to meet VIPs and make the necessary preparations.
- How to prepare for conversations with VIPs and set goals.
- How to deal with potential difficulties when dealing with VIPs.

Day 4: Speaking at Official Events

- Definition of speech and speaking on official occasions and their importance.
- Public speaking skills and their application in delivering and speaking at official events.
- Analyze the target audience and ensure that objectives are achieved.
- Preparing content for speeches and speeches in official events.
- Training in speaking at official events and receiving questions.

Day 5: Practice and Practical Application

- Applying written communication skills, speaking, and speaking in official events.
- A practical exercise on etiquette, protocols, and the art of dealing with VIPs.
- Simulation of a real situation, dealing with senior guests, and applying the skills of dealing with them.
- Evaluate individual performance and discuss practical application results and notes.

Registration form on the Training Course: Correspondence, Etiquette, Protocols, and the Art of Dealing with VIPs

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Complete & Mail or fax to Global Horizon Training Center (GHTC) at the address given below

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Payment Method

- ☐ Please find enclosed a cheque made payable to Global Horizon
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