



*Training Course:
Business and Corporate Etiquette*

*22 - 26 September 2025
Casablanca (Morocco)
New Hotel*

Training Course: Business and Corporate Etiquette

Training Course code: MA1031 From: 22 - 26 September 2025 Venue: Casablanca (Morocco) - New Hotel Training Course
Fees: 4500 € Euro

Introduction

Professional image and behavior are critical to success in today's competitive business world. Whether in meetings, negotiations, networking, or day-to-day communications, the way individuals present themselves directly impacts organizational reputation and relationships. Mastering Business and Corporate Etiquette ensures that professionals project confidence, respect, and cultural awareness in every interaction.

The Business and Corporate Etiquette training program, designed by Global Horizon Training Center, equips participants with the essential skills to navigate workplace interactions, strengthen client relationships, and build credibility. Through interactive sessions, role-playing, and case studies, participants will develop the confidence to represent their organizations with professionalism and poise.

Objectives

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

- Understand the principles of business and corporate etiquette in local and international contexts.
- Demonstrate professional behavior in meetings, events, and networking activities.
- Apply proper communication etiquette in verbal, written, and digital forms.
- Adapt etiquette to multicultural and diverse business environments.
- Project a polished professional image that reflects positively on the organization.

Organizational Impact

Organizations that adopt this training program will benefit from:

- Enhanced professional image and brand reputation.
- Improved client relationships and stakeholder trust.
- More effective communication across all levels.
- Stronger cross-cultural business interactions.
- Increased employee confidence in representing the company in local and international forums.

Target Audience

This program is designed for:

- Business professionals across all sectors.
- Managers, team leaders, and supervisors.
- Customer service and client-facing staff.
- Sales and marketing teams.
- Executive assistants and administrative professionals.
- Anyone representing the organization in formal and informal business settings.

Outlines

Day 1: Fundamentals of Business Etiquette

- Introduction to corporate etiquette: why it matters.
- The psychology of first impressions.
- Professional dress codes and grooming.
- Body language and non-verbal communication.

Day 2: Communication Etiquette

- Verbal and non-verbal communication best practices.
- Email, phone, and digital communication etiquette.
- Active listening and respectful dialogue.
- Handling difficult conversations with professionalism.
- Group activity: Email etiquette review and role-play.

Day 3: Etiquette in Meetings and Networking

- Protocol for business meetings: preparation, conduct, and follow-up.
- Meeting etiquette for in-person and virtual environments.
- Networking strategies and introducing oneself effectively.
- Business card and contact exchange etiquette.
- Practical exercise: Simulated business networking session.

Day 4: Cross-Cultural and International Etiquette

- Understanding cultural differences in global business.
- Respecting traditions, greetings, and social norms.
- Dining etiquette across cultures formal business meals.
- Avoiding cultural faux pas in international relations.

Day 5: Corporate Image and Professional Excellence

- Representing the organization with professionalism.
- Building long-term relationships through etiquette.
- Balancing formal and informal interactions.
- Developing a personal action plan for continuous improvement.
- Final group activity: Simulated corporate event showcasing learned etiquette skills.

Registration form on the Training Course: Business and Corporate Etiquette

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

Delegate Information

Full Name (Mr / Ms / Dr / Eng):
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Full Name (Mr / Ms / Dr / Eng):
Position:
Telephone / Mobile:
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Payment Method

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