



*Training Course:  
Fundamentals of Business Etiquette and Protocol*

*11 - 15 August 2025  
Madrid (Spain)  
Pestana CR7 Gran Vía*

## Training Course: Fundamentals of Business Etiquette and Protocol

Training Course code: PS236006 From: 11 - 15 August 2025 Venue: Madrid (Spain) - Pestana CR7 Gran Vía Training Course Fees: 5500 € Euro

### Introduction

This program, designed by Global Horizon Training Center, provides participants with essential knowledge and skills to navigate business environments with confidence and professionalism. It covers the fundamental principles of business etiquette, cross-cultural awareness, and modern workplace protocols. Participants will learn how to build positive relationships, enhance their professional image, and represent their organizations effectively in various business settings.

### Objectives

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

- Understand the principles of business etiquette and its impact on professional success.
- Apply proper business protocols in meetings, networking events, and social functions.
- Communicate effectively and respectfully in professional environments.
- Manage cultural nuances and cross-cultural communication challenges.
- Enhance personal and organizational reputation through polished business behavior.

### Organizational Impact

- Enhance the organization's professional image and reputation.
- Promote a culture of respect and inclusivity.
- Improve relationships with clients, partners, and stakeholders.
- Reduce miscommunication and misunderstandings in the workplace.
- Foster a positive, collaborative, and confident work environment.

### Target Audience

- Professionals at all levels seeking to enhance their etiquette skills.
- Managers and team leaders.
- Executive assistants and administrative professionals.
- Sales and client-facing staff.
- Anyone who interacts with internal or external stakeholders.

## Training Program Outline

### Day 1: The Foundations of Business Etiquette

- The role of etiquette in professional success.
- Key principles: respect, courtesy, and professionalism.
- First impressions: grooming, body language, and attire.
- Understanding organizational cultures and expectations.
- Self-assessment: current practices and improvement areas.

### Day 2: Communication Etiquette in the Workplace

- Verbal and non-verbal communication best practices.
- Email, phone, and virtual communication etiquette.
- Active listening and empathetic communication.
- Handling interruptions and managing conversations.
- Group exercise: practicing effective business communication.

### Day 3: Business Meetings and Networking Etiquette

- Preparing for and participating in meetings with professionalism.
- Introductions and greetings: formal and informal.

- Building rapport and networking confidently.
- Dining and event etiquette business meals, receptions.
- Group role play: networking scenario.

#### Day 4: Cross-Cultural Awareness and Global Protocol

- Recognizing and respecting cultural differences.
- Managing international business relationships and diverse teams.
- Adapting behavior and communication styles across cultures.
- Protocols for international travel and business hosting.
- Case studies: cultural faux pas and lessons learned.

#### Day 5: Handling Difficult Situations and Personal Branding

- Managing conflicts and challenging interactions with grace.
- Giving and receiving feedback with tact.
- Developing a personal brand that aligns with organizational values.
- Building a professional image online and offline.
- Action planning: crafting a personal etiquette and protocol improvement plan.

## Registration form on the Training Course: Fundamentals of Business Etiquette and Protocol

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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): .....  
Position: .....  
Telephone / Mobile: .....  
Personal E-Mail: .....  
Official E-Mail: .....

### Company Information

Company Name: .....  
Address: .....  
City / Country: .....

### Person Responsible for Training and Development

Full Name (Mr / Ms / Dr / Eng): .....  
Position: .....  
Telephone / Mobile: .....  
Personal E-Mail: .....  
Official E-Mail: .....

### Payment Method

- ☐ Please find enclosed a cheque made payable to Global Horizon
- ☐ Please invoice me
- ☐ Please invoice my company

### Easy Ways To Register

Telephone:  
+201095004484 to  
provisionally reserve your  
place.

Fax your completed  
registration  
form to: +20233379764

E-mail to us :  
info@gh4t.com  
or training@gh4t.com

Complete & return the  
booking form with cheque  
to: Global Horizon  
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