



*Training Course:
Business and Corporate Etiquette*

*3 - 7 August 2026
Casablanca (Morocco)*

Training Course: Business and Corporate Etiquette

Training Course code: MA1031 From: 3 - 7 August 2026 Venue: Casablanca (Morocco) - Training Course Fees: 4725 € Euro

Introduction

In today's global and highly professional business environment, corporate etiquette plays a critical role in shaping perceptions, building relationships, and enhancing organizational reputation. Proper etiquette reflects professionalism, respect, and cultural awareness, which are essential for effective communication and successful business interactions.

This program, developed by [Global Horizon Training Center](#), equips participants with the essential skills and knowledge required to demonstrate professionalism in various business settings. It focuses on communication etiquette, workplace behavior, cross-cultural awareness, and business protocol to ensure participants can represent themselves and their organizations with confidence and credibility.

Participants will learn how to navigate formal and informal business interactions, build strong professional relationships, and maintain a positive organizational image.

Course Objectives

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

- Understand the importance of business and corporate etiquette
- Demonstrate professional behavior in workplace interactions
- Apply proper communication etiquette verbal, non-verbal, digital
- Enhance personal and organizational image
- Navigate cross-cultural business environments effectively
- Build strong professional relationships
- Handle formal business situations with confidence
- Represent their organization professionally in all settings

Target Audience

This program is designed for:

- Managers and Supervisors
- Administrative and Office Professionals
- Customer Service and Frontline Staff
- Sales and Marketing Professionals
- Public Relations and Communication Staff
- Professionals interacting with clients and stakeholders

Outline

Day 1: Foundations of Business Etiquette

- Introduction to Business and Corporate Etiquette
- The Importance of Professional Image
- Workplace Behavior and Professionalism
- First Impressions and Personal Branding
- Dress Code and Appearance Standards
- Case Studies on Professional Conduct

Day 2: Communication Etiquette

- Verbal and Non-Verbal Communication Skills
- Active Listening and Professional Speaking
- Email and Digital Communication Etiquette
- Telephone and Virtual Meeting Etiquette
- Managing Difficult Conversations
- Communication Best Practices

Day 3: Workplace Etiquette and Relationships

- Professional Conduct in the Workplace
- Respect, Diversity, and Inclusion
- Building Positive Workplace Relationships
- Team Etiquette and Collaboration
- Conflict Management and Resolution
- Maintaining Professional Boundaries

Day 4: Business Protocol and Formal Etiquette

- Meeting and Presentation Etiquette
- Business Dining Etiquette
- Protocol for Hosting and Attending Events
- International and Cross-Cultural Etiquette
- Networking and Relationship Building
- Etiquette in Negotiations and Business Deals

Day 5: Professional Excellence and Personal Development

- Personal Branding and Professional Presence
- Managing Reputation and Organizational Image
- Time Management and Workplace Discipline
- Continuous Improvement in Professional Behavior
- Handling Challenging Situations with Etiquette
- Developing Personal Action Plans

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

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Payment Method

- Please find enclosed a cheque made payable to Global Horizon
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