



*Training Course:  
Business and Corporate Etiquette*

*8 - 12 March 2027  
Casablanca (Morocco)*

## Training Course: Business and Corporate Etiquette

Training Course code: MA1031 From: 8 - 12 March 2027 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

### 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  
3 Oudai street, Aldouki,  
Giza, Giza Governorate,  
Egypt.