



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

*3 - 7 May 2027
Casablanca (Morocco)*

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

Training Course code: MA235084 From: 3 - 7 May 2027 Venue: Casablanca (Morocco) - Training Course Fees: 4725 € Euro

Introduction

This program equips participants with the essential skills for professional communication and high-level interactions. It focuses on [administrative correspondence](#), [etiquette](#), [formal protocols](#), and [dealing with VIPs](#).

Participants will learn to:

- Apply the principles of [administrative correspondence](#) effectively
- Practice proper [etiquette and protocols](#) in professional settings
- Interact confidently with [VIPs and senior stakeholders](#)
- Enhance organizational image and personal credibility

Through practical exercises and role-playing, participants will gain the tools to communicate professionally, handle high-profile interactions, and make a positive impression.

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:

This program is suitable for:

- New employees and professionals with limited experience in [administrative correspondence](#) and interacting with VIPs
- Employees seeking to [enhance their written communication skills](#)
- Individuals aiming to [develop public speaking and professional interaction skills](#)
- Anyone looking to improve confidence and effectiveness in formal business communication and high-level engagements

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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