Creating an Environment for Successful Visits

The Application of Protocol Principles to Hosting Foreign Delegations
KEEP CALM AND FOLLOW PROTOCOL
Protocol = A framework

- Enhances visit by:
  - Ensuring proper order to proceedings
  - Creating an atmosphere of friendship and respect
  - Identifying and resolving problems before they occur
  - Managing expectations and perceptions
  - Creating an experience which supports the goals and objectives of the visit
Use Protocol Principles to Create an Atmosphere of Friendliness Within Which the Business at Hand can be Transacted
GOALS

To Avoid Distractions, Insults, Embarrassments, Surprises and Disputes --

Show that Everyone is Welcome and Respected
Order of Precedence
What is Precedence?

• Priority in rank, order, importance
• The right to precede others in ceremonies or social formalities
• The order to be observed ceremonially by persons of different rank
Established Ranking of Positions

• Diplomatic Community
• Governments: National, Regional, Local
• States
• Military
• Corporations (organizations, officers)
• Clergy
• Communities
• Celebrities and Entertainers
• Families
Examples

• Ambassadors and Diplomats
  • Ranked by date of presentation of credentials

• States
  • (U.S.) ranked by date admitted to the Union

• Government Agencies
  • Ranked by date of establishment
When does precedence matter?

- Accommodations and amenities
- Order of speakers
- Seating
- Introductions
- Gifts
- Flags
- Web presence
THE PROTOCOL RED BOOK™
- 35TH ANNIVERSARY EDITION

The Complete Expanded and Updated Handbook of Diplomatic, Official, and Social Usage.

Written by Richard M. Sand, Pauline Innis and Mary Jane McCaffree.

NEW! FREE SHIPPING! FOR ALL ORDERS OF 2 OR MORE BOOKS!*
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Privy Counsellor

Untitiled Persons

CUTIED MEN
It is customary to be addressed in Mr John Brown. The use of the nickname and surname was not considered improper but some widely will. Lt John Brown.
The use of Tq. eg. John Brown, Tq. is a not addressed and used.

MAIDED WOMEN
An unmarried woman may be styled Miss Stil, followed by her maiden name and surnames. When a woman marries the may continue to use her maiden name. If she does, she should still be styled Miss Stil. Alternatively, she may change her name.

SINGED WOMEN
A woman is usually addressed as the lady of the house and she should be addressed as the lady of the house.

NIA
In business, men should use the convention of placing the name of the person in front of the name of the company. A man or woman should be addressed as Mr or Mrs.
United States Protocol
The Guide to Official and Diplomatic Etiquette

Ambassador Mary Mel French
Foreword by Bill Clinton
Cultural Considerations
Choose a Locale

Do you work with colleagues, customers, vendors, or partners from other countries? Would you like to know how you might adapt your style to be more effective when working across cultures?

Welcome to Globesmart—an online reference tool with detailed, business-related cultural information on over 80 countries.

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KISS, BOW, OR SHAKE HANDS

The Bestselling Guide to Doing Business in More Than 60 Countries

2ND EDITION

CULTURAL OVERVIEWS
TIPS FOR DOING BUSINESS
KNOW BEFORE YOU GO
NEGOTIATING STRATEGIES
PROTOCOL

Terri Morrison and Wayne A. Conaway

with a Preface by Hans H.B. Koehler, Former Director, Wharton Export Network

Library Journal

One of the Best Business How-To Books of 2006

KISS, BOW, OR SHAKE HANDS: ASIA

Europe

Latin America
Meeting, Greeting and Escorting
Handshake

• Stand to Shake Hands/Business
• Open Posture/Eye Contact/Smile
• Hand Perpendicular to Floor/Thumb Up
• Web-to-Web Grip/Firm Not Painful
• 3-4 Pumps From Elbow, Not Wrist
VARIOUS FORMS OF HANDSHAKES

PERFECT HANDSHAKE

GLOVE HANDSHAKE

DEAD-FISH HANDSHAKE

PUMPER HANDSHAKE

FRAGRANT HANDSHAKE

SANITARY HANDSHAKE

BONE-CRUSHER HANDSHAKE
Bowing

• Nod of head may be sufficient to return a bow
• Americans do not bow or curtsey
• Do your research
Business Introductions

3 - Step Method

● Determine the MIP

● Say the MIP’s Name First

● Introduce Others to MIP
Introductions

INTRODUCTIONS ARE MADE TO THE MIP:

(Introduce the) (Introduce the)

JP             MIP

“Ms. CEO, I would like to introduce Mr. VP”
(to you)
WHO’s the MIP? *

- HIGHER RANKING INDIVIDUAL
- CLIENT, GUEST OR VISITOR
- OFFICIAL (vs. NON-OFFICIAL)
- NEWCOMER
- OLDER INDIVIDUAL (SOCIAL)
- WOMAN (SOCIAL)
GIFTS
Gifts - Mementos

- No Surprises!
- Presenting a gift
  - Who goes first (host or guest)?
  - Who presents (principal or staff)?
  - Part of the program or off line?
Appropriate Gifts

• Cultural and religious considerations
• Value--consider ethics rules of presenter’s and receiver’s organization
• Perceptions and Appearances
Out Bound Delegations
Helpful Information
Department of State Country Offices

http://www.state.gov/documents/organization/115480.pdf
• Key Officers of Foreign Service Posts
• http://www.state.gov/documents/organization/111812.pdf
• Country Background Notes – www.state.gov/r/pa/ei/bgn
  resources/the-world-factbook/index.html
The U.S. Commercial Service is the trade promotion arm of the U.S. Department of Commerce’s International Trade Administration. U.S. Commercial Service trade professionals in over 100 U.S. cities and in more than 75 countries help U.S. companies get started in exporting or increase sales to new global markets.

www.trade.gov/cs
Embassies & Consulates

Foreign Embassy Information & Publications

www.state.gov/s/cpr/rls
Foreign Consular Offices in the United States

Winter/Spring 2016
Overseas Representation
5 seconds to make an impression

- 55% of your message - appearance
- 38% of your message - how you speak
- 7% of message – words you speak
ATTIRE – DRESS CODES

Always Consider:

• Corporate or Industry Culture
• Guest Demographics & Psychographics
• Venue, Weather, Time of Day
• Event Objectives
• Traveling Visitors
Body Language
BUSINESS CARDS
How to Introduce Yourself In Japanese Business

- Who’s First?
- Business Cards (Bi-lingual)

- Types of Bows
- Men Bows vs. Women Bows
CORRECT

- Print on Heavy Stock
- Present with Text Facing Recipient
- Wait For Superior To Initiate Exchange
- In U.S., Distribute Sparingly
- Research International Customs
BUSINESS CARDS

INCORRECT

• Soiled Cards
• Hand-written Corrections
• Writing on a Card When With Presenter
• Presenting/Requesting in Receiving Line
• Failing to Show Respect For Others’ Cards
Questions ?