



Creating an Environment for Successful Visits

The Application of Protocol Principles
to Hosting Foreign Delegations

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*

PROTOCOL CORNERSTONES

**ORDER OF
PRECEDENCE**

**FORMS OF
ADDRESS**

**POSITION OF
HONOR**

PRECEDENT

**CONSIDERATION AND PROPER APPLICATION OF THE FOUR
CORNERSTONES COMPLIMENTS PLANNING**



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



Forms of Address

What are Forms of Address

- Honorifics
 - Mr., Mrs., Ms., Dr., General, Dean, Chairman, Chairwoman
 - The Honorable or The Honourable
 - Elected and Appointed officials
 - A title is retained (**not in all countries**)
 - His or Her Excellency (Ambassadors)
 - Senator, Governor, Mayor (retained)
 - Names of organizations and companies

Forms of Address

U.S. Senator

Envelope:

The Honorable
William P. Davis
324 Russell Senate Office Building
Washington, D.C. 20510

Salutation:

Dear Senator Davis:

Place Card:

Senator Davis (or Senator William Davis)

Conversation & Introductions:

- “Senator Davis, may I introduce.....”
- “Sir”

Forms of Address

Mayor of a U.S. City

Envelope:

The Honorable
Vincent C. Gray
Mayor of the District of Columbia
123 Main Street
Washington, D.C. 20000

Salutation:

Dear Mayor Gray:

Place Card & Escort Card:

The Mayor of the District of Columbia
(Informal Option: Mayor Gray)

Conversation & Introductions:

- “Mayor Gray, may I introduce.....”
- “Mr. Mayor”
- “Sir”

Forms of Address

Ambassador in the U.S.

Envelope:

His Excellency or Her Excellency
Nabi Sensoy
The Ambassador of Turkey
123 Main Street
Washington, D.C. 20000

Salutation:

Dear Ambassador Sensoy: (or “Mr. Ambassador”)

Place Card & Escort Card:

The Ambassador of Turkey

Conversation & Introductions:

- “Mr. (Madam) Ambassador”
- “Excellency”
- “Sir” or “Ma’am”



PROTOCOL

HOME ABOUT TESTIMONIALS EXCERPTS STAFF CONTACT BUY IT

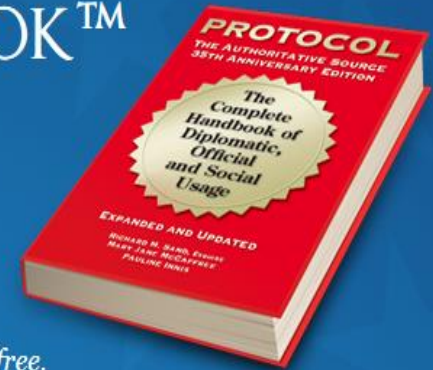


THE PROTOCOL RED BOOK™

- 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.



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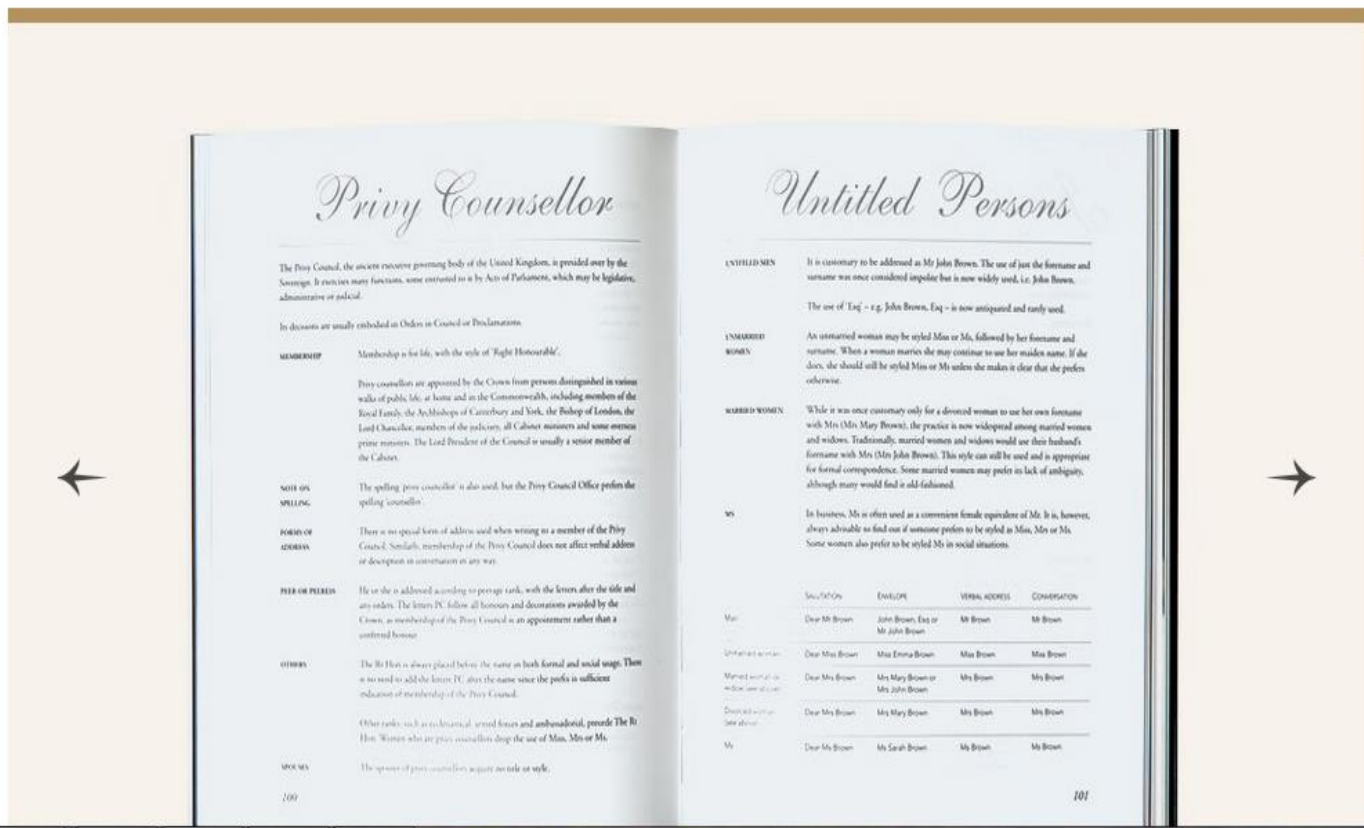
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PROTOCOL

The Guide to Official & Diplomatic Etiquette



AMBASSADOR MARY MEL FRENCH
FOREWORD BY BILL CLINTON



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Position of Honor

What is Position of Honor?

- Where certain people sit
- Where certain people stand
- Where flags are placed
- How logos, seals and emblems are arranged



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Precedent

What is Precedent

- Event or activity history
- Considerations:
 - Should we continue status quo or change
 - Implications of change
 - Is a communication plan needed (internal and/or external audiences)



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Resources

Resources

- Country Background Notes –
www.state.gov/r/pa/ei/bgn
- Protocol Frequently Asked Questions –
www.state.gov/s/cpr/c18027.htm
- World Factbook –
[https://www.cia.gov/library/publications/
resources/the-world-factbook/index.html](https://www.cia.gov/library/publications/resources/the-world-factbook/index.html)

Resources (cont.)

- Department of State Country Offices
<http://www.state.gov/documents/organization/115480.pdf>

Embassies and Consulates

- Foreign Embassy Information & Publications www.state.gov/s/cpr/rls



United States Department of State

Diplomatic List

United States Department of State

Foreign Consular Offices in the
United States

Winter/Spring2016



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Cultural Considerations

Europe

Asia Pacific

The Americas

Middle East & Africa

Japan



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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thought, they, is something else an employee who is coming from the company?

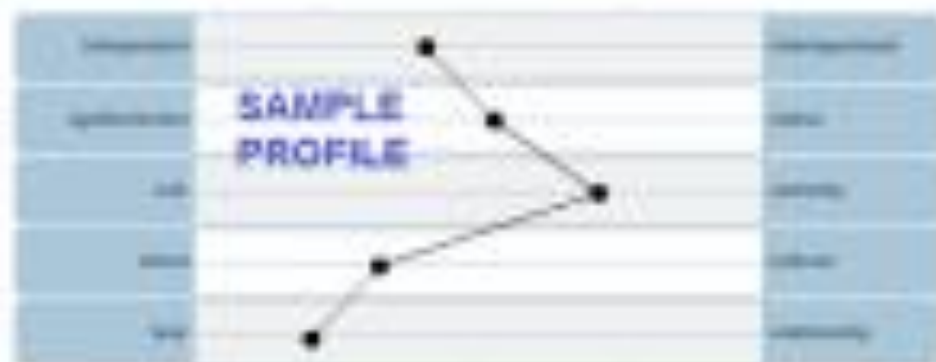
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The **GlobeSmart Profile** allows you to see how your preferred work style compares with the average styles of people from other countries — or countries you visit — on two dimensions of culture like the sample you see to the right. Your own profile will appear once you complete the survey.

Take the Survey

Learn more about the Globesmart Profile.

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GlobeSmart ProfileSM

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The screenshot shows the 'GLOBESMART PROFILE' interface. At the top, there are navigation tabs: 'Re survey', 'Profile', 'Overview', 'Invitations', 'Compare', and 'Select Language: English'. Below the tabs is a 'Profile Description' section with instructions: 'To get advice on how you can adjust your style to be effective with the cultures, individuals or groups you have selected, select an item from the right side of the chart below. Then click in the chart again or click Get Advice.' The main area features a comparison chart with two profiles: 'Caroline Henry' (black dots) and 'China' (blue squares). The chart plots various cultural dimensions on a scale from 1 to 10. The dimensions are: independent vs interdependent, egalitarianism vs status, risk vs certainty, direct vs indirect, and task vs relationship. A 'Get Advice' button is located at the bottom of the chart. On the right side, there are buttons for 'Compare My Profile', 'Clear Selection', and 'Print Profile'.

An online cultural inventory that enables individuals to discover & compare their own unique work-styles & get advice on how to work more effectively with other cultures & colleagues.

GLOBESMART PROFILE one of the strongest cultural inventories on the market identifies potential challenges between different

Named "One of the Best Business
How-To Books of 2006" by *Library Journal*

KISS, BOW, OR SHAKE HANDS

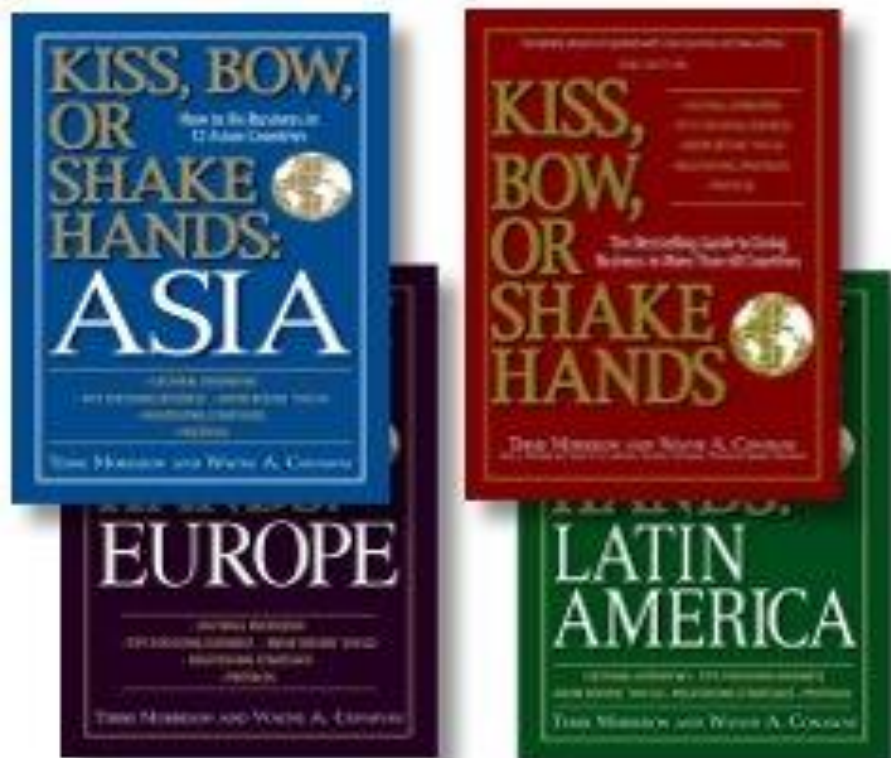


2ND EDITION

The Bestselling Guide to Doing
Business in More Than 60 Countries

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

Completely revised and updated with new sections
TERRI MORRISON AND WAYNE A. CONAWAY
with a Preface by Hans H.B. Koehler, Former Director, Wharton Export Network



www.culturegrams.com



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

Bowing

- Nod of head may be sufficient to return a bow
- Americans do not bow or curtsy
- 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)

(to 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)



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Language Services

Language Services

When would you hire a:

- Translator
- Interpreter

Language Services

- Types of Interpreting Service

- Consecutive
- Simultaneous

- Levels of Interpreting Service

- Conference
- Seminar
- Escort



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Meals and Receptions

Food and Beverage

- Budget
- Dietary Considerations
- Cultural/Religious/Political Restrictions
- Menu Cards
- Working Breakfasts, Lunches, Dinners
(Culture shock for international guests?)

Seating – Protocol Concerns

- Order of Precedence
 - Starting point for by name seating
 - Aids in room design
- Forms of Address
 - Place cards and table tents
- Position of Honor
 - Host and guest of honor placement
- Precedent
 - Is there a history to consider

Toasts

- Three Types of Toasts



- Pitfalls ?
- Be Brief & Be Brilliant



Receiving Lines

Receiving Lines

- When is it appropriate to plan a receiving line?
- Advantages and disadvantages
- Who participates in the receiving line?
 - Social vs. Official
- Select the appropriate location for the Receiving Line and the Reception Line
- Receiving Line Taboos?
 - _____
 - _____
 - _____

Receiving Line Taboos

- Carrying food or beverage
- Assuming the host or introducer knows your name
- Engaging in a long discussion
- Conducting business
- Presenting a business card
- Taking photos

GIFTS



Gifts - Mementos

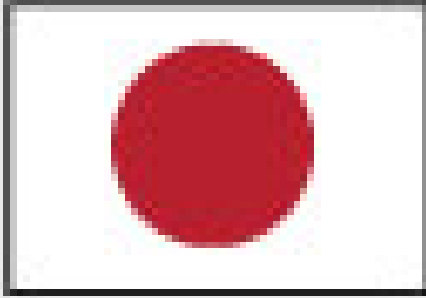
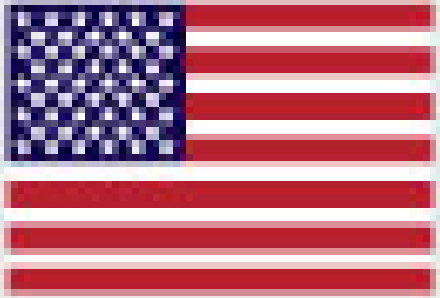
- No Surprises!
- Presenting a gift
 - Who goes first (host or guest)?
 - Who presents (principal or staff)?
 - Part of the program or off line?

Appropriate Gifts

- Cultural and religious considerations
- Value--consider ethics rules of presenter's and receiver's organization
- Perceptions and Appearances

FLAG ETIQUETTE







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Out Bound Delegations

Helpful Information

Department of State Country Offices

[http://www.state.gov/documents/
organization/115480.pdf](http://www.state.gov/documents/organization/115480.pdf)

- Key Officers of Foreign Service Posts
- [http://www.state.gov/documents/
organization/111812.pdf](http://www.state.gov/documents/organization/111812.pdf)

- Country Background Notes –
www.state.gov/r/pa/ei/bgn
- World Factbook –
[https://www.cia.gov/library/publications/
resources/the-world-factbook/index.html](https://www.cia.gov/library/publications/resources/the-world-factbook/index.html)

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www.state.gov/s/cpr/rls



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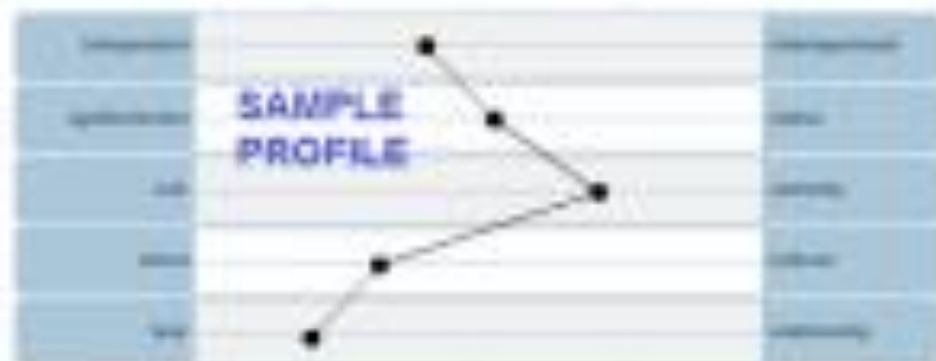
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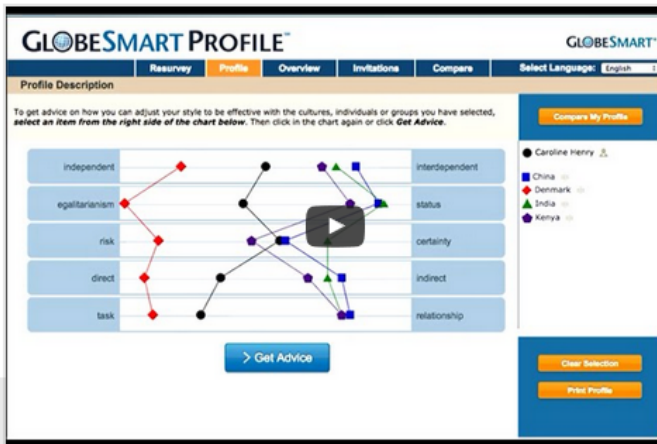
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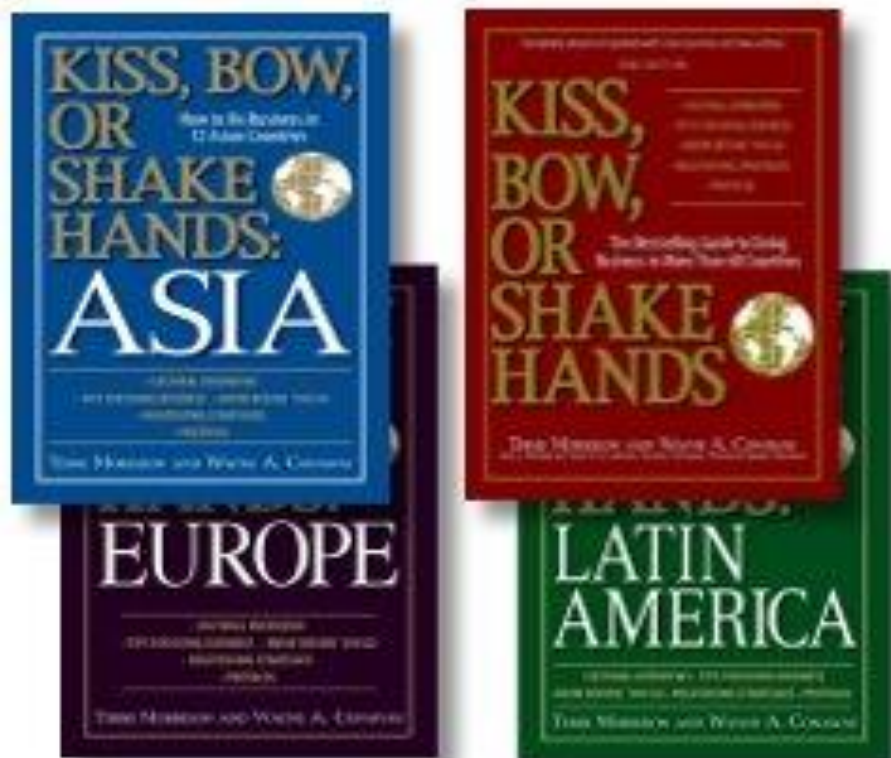


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Overseas Representation

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



BUSINESS CARDS

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**



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Questions ?