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

POSITION OF HONOR

FORMS OF ADDRESS

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”
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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Privy Counsellor

The Privy Council is the ancient privy council of the British Crown, and holds all the Royal prerogatives and the power of the executive in the United Kingdom.

The Privy Council is divided into two branches: the Privy Council of State, which is the executive branch, and the Privy Council of Justice, which is the judicial branch.

The Privy Council of State is made up of the Queen and her ministers, and has the power to issue royal writs and to make laws.

The Privy Council of Justice is made up of the Privy Council of State and the Privy Council of Justice of the Supreme Court of the United Kingdom.


The Privy Council of Justice is divided into two sub-committees: the Privy Council of Justice of the United Kingdom, and the Privy Council of Justice of the Crown in Council.

The Privy Council of State is chaired by the Queen, and the Privy Council of Justice is chaired by the Lord Chancellor.

The Privy Council of State is the executive branch of the Privy Council, and has the power to issue royal writs and to make laws.

The Privy Council of Justice is the judicial branch of the Privy Council, and has the power to hear and decide cases.

The Privy Council of State is divided into three sub-committees:

- The Privy Council of State of the United Kingdom
- The Privy Council of State of the Crown
- The Privy Council of State of the Crown in Council

The Privy Council of Justice is divided into two sub-committees:

- The Privy Council of Justice of the United Kingdom
- The Privy Council of Justice of the Crown in Council

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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
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)
Resources
Resources

• Country Background Notes – www.state.gov/r/pa/ei/bgn
• 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

Foreign Consular Offices in the United States

Winter/Spring 2016
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.

Begin by selecting a region, then a country.

Globesmart Profile

The Globesmart Profile allows you to see how your preferred work style compares with the average style of people from other countries. Or see how you might adapt your style to be more effective when working across cultures.

Take the Survey

Learn more about the Globesmart 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.
KISS, BOW, OR SHAKE HANDS

The Bestselling Guide to Doing Business in More Than 60 Countries

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

2ND EDITION

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

Library Journal

One of the Best Business How-To Books of 2006
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 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) (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)
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
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

• 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 - 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
Out Bound Delegations
Helpful Information
• 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

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GLOBESMART PROFILE  QUESTIONS & ANSWERS  TEST MY KNOWLEDGE  MULTIMEDIA

The Globesmart Profile shows you how your preferred work style compares with the average values of people from other countries, or colleagues you admire. On five dimensions of culture, rate the sample you see to the right, your own profile will appear once you complete the survey.

Take the Survey

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Work Video  Read PDF
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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
CORRECT

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