

**Master the rules of
correct behavior in
The practice of
corporate diplomacy!**



"A diplomat distinguishes himself from other professionals by his knowledge & practice of protocol."

*Ambassador Luis Moreno-Salcedo
DFA Chief of Protocol, 1948 - 1954*

BEST PRACTICES

IN

BUSINESS & GOVERNMENT PROTOCOL

Learn the Global Standard of Proper Conduct
in the Practice of Corporate Diplomacy

Friday, October 20, 2023 * 9:00am to 5:00pm @ EDSA Shangri-La Hotel, Mandaluyong City, Philippines

Protocol is the universal language of diplomacy. If you know it, you can handle any type of person in all kinds of situation.

It is extremely useful in any kind of setting such as local or international transactions, dealing with government or corporate VIPs, handling all types of events including product launches, signing ceremonies, ribbon-cutting, conferences, business meetings, planning sessions, social and office events and many more!

Gain a mark of distinction as a corporate diplomat. Attend our one-day program and we will teach you how to apply and master the practice of protocol to business and everyday life. Whether you are in marketing or management, the personal assistant, the spouse or the boss, this is applicable, even in chatting with your in-laws.

Enhance your global competitiveness. Know your protocol, be the master of any situation and stand out from the rest.

Lecturer 1: Ruy Y. Moreno - He was the First Honorary Consul General of the Philippines in Ho Chi Minh City, Vietnam. His other previous positions include Managing Partner of Arthur Andersen Vietnam, Executive Director of International Chamber of Commerce Philippines and Director for Operations of Private Sector National Competitiveness Council.

Presently, he is the chairman of the Philippine-Myanmar Business Council, President of the Philippine Quality Awards and Chairman of the Center for Global Best Practices.

Lecturer 2: William S. Daland III - He is a certified Image Consultant and was a member of the Association of Image Consultants International (AICI). He has delivered lectures on personal branding and other soft skill topics to many institutions such as DLSU, AIM, Anderson Consulting, Bangko Sentral ng Pilipinas, Lexus Philippines, Ateneo Law School, and many others.

He taught at John Robert Powers (JRP), the country's premiere Personality Development School from 1994 until 2009 with areas of expertise on wardrobe, social graces and business etiquette.

He also served as Protocol Officer on many delegations, including a GSE Team, representing the country to South East Asia (Indonesia, Thailand, Malaysia, and Brunei), Japan, Taiwan and Australia.

He is the former president of the Rotary Club of Mandaluyong and currently serves as the club's Director for Membership. He is also the Director for Events at the Center for Global Best Practices (CGBP).

Who Should Attend:

- Company Owners and the Board
- Businessmen & Entrepreneurs
- Management and its Officers
- Government Officials
- International Traders
- Expatriates & Spouses
- Event Organizers
- Negotiators and Consultants
- Restaurant Owners & Hoteliers
- HR and Medical Practitioners
- Those in the Tourism & Service Industry
- School Owners & Officials
- Students & others interested in mastering protocol & diplomacy

**LIMITED SLOTS ONLY
PRE-REGISTRATION REQUIRED**

*Training investment is inclusive of Meals, Resource Kit, and Certificate of Attendance:

- ₱ 9,880 / person
(when you register and pay on or before September 20)

- ₱ 10,880 / person
(when you register and pay after September 20)

Contact Person: **Camille Jonas**
Telephone (+632) 8556-8968 or 69
Telefax (+632) 8842-7148 or 59
Email camille.cgpb@yahoo.com
Register at www.cgpb.org