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COURSE BROCHURE

Advanced Corporate Protocol and Organisational Diplomacy Training Course

16 – 27 August 2027
Amsterdam

jupiterprime.uk

info@jupiterprime.uk

Registered in the United Kingdom and Saudi Arabia

Advanced Corporate Protocol and Organisational Diplomacy Training Course

Ref: 306_10235 **Date:** 16 – 27 August 2027 **Location:** Amsterdam **Fees:** 9500 GBP

Corporate Protocol and Organisational Diplomacy is a 2-week advanced training course for corporate protocol managers and organisation leaders who host ministers, investors and partner delegations, and each participant completes an organisational protocol and engagement framework. Companies, universities and public enterprises now meet governments and investors as often as ministries do, and the way they host those encounters shapes licences, deals and reputation. Jupiter Prime Training offers this course for leaders who want those encounters to work for their organisation.

Why Corporate Protocol and Organisational Diplomacy Matters Now

Three groups now drive this field. Investors and sovereign funds judge an organisation partly by how it receives them, from the first email to the signing table. Ministers and officials visit plants, campuses and headquarters to announce partnerships, so organisations must stage events with official-level precision. Employees, communities and media watch these moments and read them as signals of the organisation's standing. Organisations that run protocol as a strategic function gain access, trust and a stronger licence to operate; those that improvise risk awkward incidents in front of the people who matter most. The course draws on established corporate and diplomatic protocol practice and on the courtesy norms reflected in the Vienna Convention on Diplomatic Relations VCDR.

Who Gains Most from Corporate Protocol and Organisational Diplomacy

- Managers who run or are building a protocol unit inside a company, university or public enterprise
- Chief executive office leads who prepare leaders for meetings with ministers and investors
- Investor relations and business development heads who host delegations and deal signings
- Corporate affairs leaders who connect hosting decisions to reputation and stakeholder trust
- Event and facilities leads who stage site visits, inaugurations and signing ceremonies

A chief executive office gains most when its protocol, corporate affairs and investor relations leads attend together, because one engagement framework then governs every high-level guest the organisation receives.

Corporate Protocol and Organisational Diplomacy Capabilities

Participants learn to treat hosting as a deliberate instrument of organisational strategy, linking each guest, ceremony and gesture to what the organisation wants to achieve.

- Design a corporate protocol unit with mandate, standard operating procedures and staffing — chief executives and boards
- Build guest engagement plans for ministers, ambassadors and investors — executive offices
- Specify signing ceremony and inauguration formats — partners, media teams and legal advisers
- Assess reputational risk in hosting choices and partner associations — corporate affairs leaders
- Apply soft power tools such as cultural programmes and community initiatives — stakeholder relations
- Communicate protocol standards across subsidiaries and regional offices — group leadership

Key Corporate Protocol and Organisational Diplomacy Terms

- Corporate protocol — the rules and practices an organisation uses to receive, host and engage high-level external guests consistently.
- Organisational diplomacy — an organisation's deliberate building of relationships with governments, investors and communities to secure its interests.
- Soft power — the ability to attract support through reputation, culture and values rather than payment or pressure.
- Signing ceremony — a staged event at which partners sign an agreement in front of witnesses, guests and media.
- Licence to operate — the ongoing acceptance an organisation needs from authorities and communities to carry out its activities.
- Standard operating procedure — a written step-by-step routine that ensures a recurring protocol task is handled the same way each time.

Corporate Protocol and Organisational Diplomacy Day by Day

Day 1: Protocol as an Organisational Asset

- Organisational Diplomacy Concepts — Influence Beyond Commercial Transactions
- Corporate Protocol Maturity Model — From Ad Hoc Hosting to Strategic Function
- Stakeholder Universe of an Organisation — Governments, Investors and Communities
- Licence to Operate and Reputation Links — Why Hosting Matters
- Case Comparisons From Energy and Higher Education — Hosting That Built Access

Day 2: Building the Corporate Protocol Unit

- Unit Mandate and Reporting Line — Chief Executive Office or Corporate Affairs
- Standard Operating Procedures for Recurring Events — Consistency Across Sites
- Roles, Skills and Staffing Models — In-House Versus Outsourced Support
- Protocol Budget and Approval Rules — Controlling Hospitality Spending
- Protocol Manual and Brand Alignment — Visual and Behavioural Standards

Day 3: Hosting Ministers and Senior Officials

- Official Visit Requests and Liaison With Ministries — Securing the Right Level
- Site Visit Choreography at Plants and Campuses — Safety, Showcase and Timing
- Briefing the Chief Executive for Official Encounters — Messages and Sensitivities
- Media Moments With Officials — Statements, Photographs and Approvals
- Post-Visit Follow-Up Letters and Commitments — Sustaining Momentum

Day 4: Investor and Partner Delegations

- Investor Delegation Programmes — Due Diligence Meetings and Hospitality
- Sovereign Fund and Development Bank Visits — Expectations and Formality
- Partner Delegation Briefing Packs — Profiles, Interests and Decision Makers
- Confidentiality and Information Control — Data Rooms and Non-Disclosure Courtesy
- Cultural Hosting Programmes for Delegations — Building Personal Rapport

Day 5: Signing Ceremonies and Inaugurations

- Signing Ceremony Formats — Table Layout, Signatories and Witnesses
- Memorandum and Contract Signing Sequence — Pens, Folders and Exchange
- Groundbreaking and Inauguration Ceremonies — Plaques, Ribbons and Speeches
- Joint Announcements and Press Releases — Agreed Wording With Partners
- Ceremony Rehearsals and Run Sheets — Avoiding Live Errors

Day 6: Organisational Soft Power

- Soft Power Sources for Organisations — Reputation, Culture and Expertise
- Cultural, Sports and Arts Sponsorships — Choosing Partners That Fit
- Community Initiatives and Social Investment — Credibility With Local Stakeholders
- Thought Leadership Forums and Roundtables — Convening Power
- Measuring Soft Power Gains — Perception Surveys and Access Indicators

Day 7: Reputation and Risk in High-Level Hosting

- Reputational Due Diligence on Guests and Partners — Avoiding Harmful Associations
- Hospitality and Anti-Bribery Expectations — Gifts, Travel and Entertainment Limits
- Political Sensitivity in Corporate Events — Neutrality and Messaging
- Incident Response During Visits — Accidents, Protests and Cancellations
- Post-Event Reputation Reviews — Coverage and Stakeholder Feedback

Day 8: Cross-Border Corporate Diplomacy

- Engaging Embassies and Trade Missions — Commercial Diplomacy Channels
- Delegations to International Exhibitions and Forums — Pavilion and Meeting Planning
- Hosting Foreign Chambers and Business Councils — Reciprocal Courtesy
- Cultural Intelligence in Partner Negotiations — Reading Expectations
- Regional Office Protocol Alignment — Group Standards With Local Adaptation

Day 9: Engagement Strategy and Measurement

- Stakeholder Engagement Matrix — Priority Guests and Engagement Levels
- Annual Engagement Calendar — Visits, Forums and Ceremonies
- Relationship Owners and Account Plans — Accountability for Key Contacts
- Protocol Performance Indicators — Guest Satisfaction and Access Outcomes
- Board Reporting on External Engagement — Concise Dashboards

Day 10: Practising the Organisational Protocol and Engagement Framework

- Applying the Maturity Model to a Case Organisation — Current Position
- Drafting Unit Mandate and Core Procedures — Case Protocol Unit
- Building the Stakeholder Engagement Matrix and Calendar — Priority Guests
- Peer Challenge on Reputation and Ceremony Choices — Testing Risks
- Completing the Organisational Protocol and Engagement Framework — Standards, Owners, Measures

Applying Corporate Protocol and Organisational Diplomacy After the Course

- Rate your organisation on the protocol maturity model and present a short plan to the chief executive office for moving one level up
- Write standard operating procedures for your two most frequent high-level events, such as site visits and signing ceremonies, and test them at the next occasion

Corporate Protocol and Organisational Diplomacy Questions FAQ

What is corporate protocol and organisational diplomacy and why does it matter now?

Corporate protocol and organisational diplomacy is the deliberate use of hosting, ceremony and relationship building by organisations to gain access and trust. It matters now because ministers and investors engage organisations directly, and hosting quality influences deals, licences and reputation.

Which roles gain most from corporate protocol and organisational diplomacy training?

Corporate protocol managers and organisation leaders who host high-level guests gain most. Chief executive office leads, investor relations heads, corporate affairs leaders and event leads also benefit when they plan visits, signings or partner delegations.

How does corporate protocol and organisational diplomacy training differ from a state protocol course?

It serves organisations rather than governments. You build a protocol unit, host ministers and investors, stage signing ceremonies and use soft power for reputation, while a state protocol course covers precedence, state visits and multilateral conferences.

What do you bring back from corporate protocol and organisational diplomacy training?

You bring back a framework for your organisation's protocol and external engagement. It defines the unit's mandate and procedures, priority guests, engagement calendar, ceremony standards, reputation safeguards and the measures leaders will track.

Corporate Protocol and Organisational Diplomacy: The Way Forward

The organisational protocol and engagement framework first informs which guests receive priority attention and how the protocol unit is mandated. Protocol managers run it, executive offices and corporate affairs teams apply it, and boards review its results. After its first year, the soft power and reputation sections deserve a fresh look, as stakeholder expectations of organisations keep changing.