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COURSE BROCHURE

Business Etiquette and Protocol Training Course

31 May – 4 June 2027
Amsterdam

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Registered in the United Kingdom and Saudi Arabia

Business Etiquette and Protocol Training Course

Ref: 334_11461 **Date:** 31 May – 4 June 2027 **Location:** Amsterdam **Fees:** 5600 GBP

Business Etiquette and Protocol is a 1-week training course for professionals, executive assistants and client-facing staff who represent their organisation in everyday business encounters, and each participant builds a personal business etiquette checklist. Clients and partners now meet across cultures, screens and meeting rooms in the same week, and small lapses in courtesy can cost trust that took months to earn. Jupiter Prime Training offers this course for people who want their conduct to support every business relationship.

Why Business Etiquette and Protocol Matters Now

Three forces shape business courtesy today. Hybrid work mixes video calls, open offices and in-person client meetings, each with its own unwritten rules. Teams and customers come from many cultures, so greetings, punctuality and hospitality carry different meanings around one table. Clients judge service quality partly by tone in emails, phone manner and how visitors are received at reception. Organisations whose staff handle these moments well win repeat business and smoother negotiations; those that do not appear careless, even with strong products. The course draws on established business etiquette practice and cross-cultural communication models, explained in plain terms for daily work.

Who Gains Most from Business Etiquette and Protocol

- Professionals who meet clients, suppliers and partners in person and online
- Executive assistants who manage calendars, correspondence and visitors for senior managers
- Client-facing staff in banking, hospitality, healthcare and retail who shape first impressions
- Sales and account staff who host business meals and client visits
- New graduates entering roles where professional presence is expected from the first day

A front office, client service or sales team gains most when several members attend together, since a shared standard of courtesy then shows in every call, email and visit.

Business Etiquette and Protocol Capabilities

Participants leave able to handle the routine courtesies of business life with confidence, so attention stays on the client and the conversation rather than on uncertainty about what to do.

- Apply introduction and greeting conventions in mixed business settings — clients and senior colleagues
- Design professional emails and phone scripts with the right tone — external contacts
- Build meeting habits for punctuality, participation and follow-up — meeting chairs and teams
- Specify business dining choices for hosting and attending meals — clients and partners
- Assess cross-cultural expectations before meeting international visitors — account managers
- Communicate a polished welcome for visitors at reception and in meeting rooms — front office teams

Key Business Etiquette and Protocol Terms

- Business etiquette — the expected courtesies and behaviour that make professional interactions respectful, efficient and comfortable for all parties.
- Business protocol — the agreed order and procedures for formal business occasions such as meetings, visits and signing events.
- Professional presence — the impression a person creates through appearance, voice, posture and conduct in work settings.
- Netiquette — courtesy rules for email, messaging and video calls, including tone, timing and response expectations.
- High-context culture — a culture where meaning relies heavily on relationships, setting and unspoken cues rather than explicit words.
- Host responsibilities — the duties of the person inviting guests, from arrangements and introductions to settling the bill.

Business Etiquette and Protocol Day by Day

Day 1: Professional Presence and Introductions

- First Impressions Model — Appearance, Voice and Body Language
- Business Introductions and Handshakes — Who Introduces Whom
- Business Card and Digital Contact Exchange — Networking Courtesy
- Business Dress Codes — Smart, Business Formal and Casual Days
- Workplace Courtesy in Open Offices — Noise, Space and Shared Areas

Day 2: Meetings and Virtual Conduct

- Meeting Punctuality and Preparation — Agendas and Pre-Reading
- Seating and Speaking Order in Business Meetings — Client and Host Positions
- Video Call Etiquette — Cameras, Backgrounds and Muting
- Disagreeing Politely in Meetings — Respectful Challenge Techniques
- Meeting Follow-Up Notes — Actions and Thanks

Day 3: Email, Phone and Messaging Courtesy

- Email Structure and Tone — Subject Lines, Greetings and Sign-Offs
- Response Time Expectations — Setting and Meeting Them
- Telephone Manner — Answering, Transferring and Voicemail
- Instant Messaging Boundaries — Work Hours and Group Chats
- Handling Complaints by Email and Phone — Calm, Clear Replies

Day 4: Business Dining and Cross-Cultural Courtesy

- Business Meal Hosting — Invitations, Venue Choice and Paying the Bill
- Dining Conduct for Guests — Ordering, Conversation and Pace
- Faith and Dietary Sensitivities at Business Meals — Respectful Choices
- Cross-Cultural Business Norms — Time, Hierarchy and Directness
- Gift Giving in Business Relationships — Suitability and Company Rules

Day 5: Practising the Personal Business Etiquette Checklist

- Receiving Visitors at Reception — Welcome, Waiting and Escorting
- Applying Introduction and Meeting Habits to a Client Visit Case — Role Play
- Drafting Email and Phone Responses for Case Scenarios — Tone Check
- Peer Feedback on Dining and Cultural Choices — Testing Judgement
- Completing the Personal Business Etiquette Checklist — Habits to Keep

Applying Business Etiquette and Protocol After the Course

- Review your last ten client emails against the structure and tone guidance and rewrite your standard templates
- Prepare a short visitor welcome routine with your reception or office team and use it for the next client visit

Business Etiquette and Protocol Questions FAQ

What is business etiquette and protocol and why does it matter now?

Business etiquette and protocol is the set of courtesies and procedures that guide professional conduct in meetings, meals, calls and visits. It matters now because hybrid work and multicultural clients create more situations where small lapses affect trust.

Which roles gain most from business etiquette and protocol training?

Professionals, executive assistants and client-facing staff gain most. Sales and account staff who host clients and new graduates building professional presence also benefit from clear, practical guidance on everyday courtesy.

How does business etiquette and protocol training differ from a diplomatic etiquette course?

It covers everyday business conduct rather than hosting dignitaries and official delegations. You practise introductions, meetings, emails, calls, business meals and client visits, while a diplomatic etiquette course deals with titles of royalty, formal banquets and state-level receptions.

What do you bring back from business etiquette and protocol training?

You bring back a personal checklist of courtesy habits for your daily work. It covers introductions, meetings, written and phone communication, dining, cultural awareness and receiving visitors, ready to apply the following week.

Business Etiquette and Protocol: The Way Forward

The personal business etiquette checklist first informs how participants prepare for their next client meeting or visit. Professionals use it before encounters, assistants apply it to correspondence and visitors, and managers can adopt it as a team standard. After a month of use, the cross-cultural section deserves a fresh look, as new clients reveal expectations not covered at first.