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COURSE BROCHURE

Advanced Executive PA Protocol and VIP Training Course

9 – 20 August 2027
Amsterdam

jupiterprime.uk

info@jupiterprime.uk

Registered in the United Kingdom and Saudi Arabia

Advanced Executive PA Protocol and VIP Training Course

Ref: 295_9761 **Date:** 9 – 20 August 2027 **Location:** Amsterdam **Fees:** 9500 GBP

Advanced Executive PA Protocol and VIP training is a 2-week training course for personal assistants to directors, ministers' offices and senior executives, and it produces an executive PA playbook covering protocol, travel and confidentiality. High-profile offices host more official visits and international travel than ever, and every slip is visible. Jupiter Prime Training runs this course for PAs who represent their principal in demanding settings.

Why Executive PA Protocol and VIP Matters Now

Senior executives and officials now travel more, receive more delegations and sign more agreements in public, so the personal assistant's command of protocol shapes how the whole organisation is perceived. Confidential papers flow between offices, embassies and advisers, while media attention makes a misdirected document or a mishandled caller a reputational event. A PA who manages precedence, VIP choreography, secure document flows and sensitive calls protects the principal's standing; one who improvises risks diplomatic offence, security lapses and embarrassment. The course rests on internationally recognised diplomatic and business protocol conventions and established information-classification practice, applied in general terms.

Who Gains Most from Executive PA Protocol and VIP

- PAs who run the diaries of directors, ministers or chairmen
- Assistants who plan and host VIP visits and official delegations
- Support professionals who book and manage international travel for senior figures
- PAs who route confidential and classified documents
- Assistants who screen sensitive calls, media enquiries and unexpected visitors

Ministerial, ambassadorial and chairman's offices gain most when their PAs and protocol coordinators attend together and leave with one shared playbook.

Executive PA Protocol and VIP Capabilities

Participants leave able to handle the visible, high-stakes moments of a senior office with composure and correct form.

- Apply order of precedence, titles and seating conventions — visiting dignitaries and the principal
- Design VIP visit plans with arrival choreography and contingencies — security, media and host teams
- Build multi-country itineraries with entry requirements and risk monitoring — travelling executives
- Specify confidential document routing, custody and disposal — the principal's advisers and auditors
- Communicate firmly with sensitive callers and unexpected visitors — the principal's time and reputation
- Assess diary requests against official priorities — directors and deputies sharing one calendar

Key Executive PA Protocol and VIP Terms

- Order of precedence — the agreed ranking of officials and guests that determines seating, speaking order and introductions.
- Advance coordination — preparatory work with a visiting office to agree schedule, security, media and protocol before a visit.
- Chain of custody — a signed record showing everyone who held a confidential document from creation to disposal.
- Holding line — a short, approved statement given to callers or media until a fuller response is authorised.
- Delegation list — a document recording each visiting member's name, role, room, transport and special requirements.
- Classification marking — a label on a document stating its sensitivity and who may read, copy or forward it.

Executive PA Protocol and VIP Day by Day

Day 1: The Executive PA in High-Profile Offices

- High-Profile Office Landscape — Directors, Ministries, Embassies and Family Offices
- Executive PA Accountabilities — Diary, Protocol, Travel and Confidential Papers
- Reputation Exposure Points — Where Small Errors Become Public Embarrassment
- Sector Contrasts — Government Departments, Sovereign Funds and Multinationals
- Current Practice Audit — Gaps in Protocol, Travel and Document Handling

Day 2: High-Level Diary Control

- Tiered Diary Structure — Fixed Engagements, Movable Slots and Private Time
- Official Engagement Requests — Screening Invitations and Recommending Responses
- Diary Confidentiality Levels — Who Sees Which Appointments
- Short-Notice Changes — Re-Sequencing a Day Without Offending Guests
- Weekly Diary Briefing Pack — Context, Attendees and Required Preparation

Day 3: Protocol Foundations

- Order of Precedence — Ranking Guests and Officials Correctly
- Forms of Address and Titles — Written and Spoken Conventions
- Seating Plans for Meetings and Dinners — Hierarchy and Interpretation Needs
- Official Gifts and Hospitality — Exchange Etiquette and Recording
- Cross-Cultural Courtesy — Greetings, Dress Codes and Dietary Requirements

Day 4: Planning VIP Visits

- VIP Visit Planning Template — Objectives, Schedule Timeline and Owners
- Advance Coordination With Visiting Offices — Requirements, Security and Media
- Arrival and Departure Choreography — Airport Meet, Motorcade and Reception Line
- Venue Walk-Through Checklist — Signage, Flags, Interpretation and Accessibility
- Contingency Arrangements — Delays, Illness and Last-Minute Schedule Changes

Day 5: International Travel for Senior Executives

- Executive Travel Brief — Purpose, Meetings, Preferences and Security Level
- Multi-Country Itinerary Building — Time Zones, Connections and Rest Periods
- Visa, Passport and Entry Requirements Tracking — Lead Times by Destination
- Ground Arrangements Abroad — Drivers, Hotels and Local Liaison Officers
- Travel Risk Monitoring — Alerts, Emergency Contacts and Evacuation Options

Day 6: Delegations and Official Events

- Delegation Composition Lists — Names, Roles, Rooms and Transport
- Official Meeting Packs — Talking Points, Background Notes and Attendee Profiles
- Signing Ceremonies — Document Preparation, Pens, Photographs and Order
- Interpreter Coordination — Briefing, Positioning and Document Translation
- Post-Visit Follow-Up — Thank-You Letters, Commitments and Records

Day 7: Confidential Document Flows

- Document Classification Markings — Restricted, Confidential and Secret Handling
- Secure Routing Logs — Sign-For Receipts and Chain of Custody
- Physical Security of Papers — Safes, Locked Boxes and Clear Desk Rules
- Digital Handling — Encrypted Sharing, Access Rights and Device Discipline
- Disposal Procedures — Shredding, Certificates and Witnessed Destruction

Day 8: Sensitive Calls and Visitors

- Call Screening Scripts — Identifying Callers and Protecting the Principal
- Handling Media Enquiries — Holding Lines and Referral to Communications Teams
- Unexpected Visitors — Polite Refusal, Redirection and Security Escalation
- Difficult Conversations — Upset Callers, Persistent Lobbyists and Complaints
- Call and Visitor Logs — Records That Support Later Follow-Up

Day 9: Professional Presence at Senior Level

- Executive Presence for PAs — Composure, Discretion and Authority
- Working With Security Teams and Drivers — Coordination and Boundaries
- Managing Multiple Senior Stakeholders — Deputies, Advisers and Board Members
- Resilience During Peak Protocol Seasons — Planning Rest and Cover
- Ethics and Integrity — Gifts, Favours and Access Requests

Day 10: Practising the Executive PA Playbook

- VIP Visit Simulation — Planning Pack, Seating Plan and Arrival Sequence
- International Itinerary Build — Multi-City Trip With Contingencies
- Confidential Document Drill — Routing, Logging and Disposal Test
- Sensitive Call Role-Play — Media, Lobbyist and Emergency Scenarios
- Executive PA Playbook — Protocol, Travel and Confidentiality Procedures Finalised

Applying Executive PA Protocol and VIP After the Course

- Rebuild the office's VIP visit template with precedence, seating and contingency sections, and test it on the next visit.
- Introduce a confidential document routing log with sign-for receipts for one month and review gaps with the principal.

Executive PA Protocol and VIP Questions FAQ

What is executive PA protocol and VIP support and why does it matter now?

Executive PA protocol and VIP support is managing precedence, official visits, international travel and confidential papers for senior figures. It matters now because high-profile offices host more delegations and travel more, and every protocol or confidentiality slip quickly becomes visible.

Which roles gain most from advanced executive PA protocol and VIP training?

Personal assistants to directors, ministers, ambassadors and chairmen gain most, along with protocol coordinators working beside them. Government departments, sovereign funds and multinationals with frequent official visitors see the strongest return.

How does executive PA protocol and VIP training differ from general PA training?

It concentrates on the formal, high-visibility side of the role. General PA courses cover diaries, inboxes and routine travel; this course covers precedence, VIP choreography, delegations, classified document flows and sensitive callers.

What do you bring back from executive PA protocol and VIP training?

You bring back an executive PA playbook with VIP visit templates, seating and precedence guides, international travel checklists, confidential document procedures and call-handling scripts ready for your office.

Executive PA Protocol and VIP: The Way Forward

The executive PA playbook gathers precedence guides, VIP visit templates, travel checklists, confidential document procedures and call scripts in one reference. Its first use is planning the next official visit to the principal's office. PAs, protocol staff and security teams all use it, and it is worth revisiting after each major visit to record what the choreography and contingencies taught.