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# BEST PRACTICES IN BUSINESS & GOVERNMENT PROTOCOL

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9:00am to 5:00pm \* Friday, May 18, 2018  
EDSA Shangri-La Hotel, Mandaluyong City, Philippines

## Course Outline

1. Overview of Protocol
  - a. Definition of Protocol
  - b. Relevance to Protocol to Businessmen and Professionals
  - c. Sources of Protocol
2. Precedence and Its Usefulness In Transactions and Events
  - Business
  - Government
3. Protocol of the Flag
  - a. How it should be placed and used whether on a flagpole, set on wall or vehicle
  - b. Position of Filipino flag vs. other flags
  - c. height, position facing the audience, i.e., right side, left side, etc.
  - d. Philippine National Anthem vs. national anthems of foreign countries
  - e. Which one is played first (in the Philippines, in Philippine functions overseas)
  - f. Filipino ambassadors/other embassy officials vs. other foreign embassies – placement in reception line when host is business leader
4. Protocol of Introductions and Forms of Address
5. Protocol of Social Graces and Etiquette
  - a. Protocol of greetings and international practices
  - b. Behavior in public places
6. Protocol of Handling of Government Officials, Businessmen and other VIPs
  - Receiving, entertaining, farewell and all points in between
    - a. Chief of State, Cabinet Officials, Military Officers, Members of the Clergy
    - b. VIP Politicians: Governors, Congressmen, Mayors, and others
    - c. Visiting CEOs and Other Businessmen, and their Business Team
    - d. Handling Family members
7. Protocol of Security (Post 9/11)
8. Protocol of Business Meetings and Entertaining
  - Power breakfast, tea or coffee (morning, afternoon, high tea); lunch, dinner
  - Table settings, seating arrangements, food and dietary restrictions
  - Telephone and mobile phone etiquette
  - Settling bills, (giving and receiving) gifts, sending thank-yous
9. Protocol for the Spouses and Children of VIPs
10. Protocol of School Visits (as a Visitor or a Host Institution)
11. Protocol of Arrival Ceremonies and Greetings (Local and International Practices)
  - Giving of flowers, bouquets, garlands, and other welcome gifts
  - Protocol of the business card
  - Protocol of the red carpet
  - Protocol car plates
  - Protocol of bodyguards, special assistants, and drivers of VIPs
  - Protocol of Shaking Hands, *Beso-Beso* and others
12. Protocol of Seating or Standing Arrangements

**13. Protocol of Important Events and Ceremonies**

- Time capsule
- Ribbon-cutting
- Contract-signing/MOA (e.g. – movement of documents, etc.)
- Product launches and business openings
- Factory and office visits
- Company anniversaries and office parties
- Funerals
- Conferences
- Stockholder’s and Board Meetings
- Arrangements for photo ops

**14. Press Conferences and Product Launches**

- Who to invite
- Press kit
- Sitting arrangements
- Sequence of presentations

**15. Protocol for Marketing Officers that Decision-Makers Must Know**

**16. Protocol of Special Situations**

- Door, elevator, ground floor, lobby, car, helicopter, airplane

**17. Protocol When Travelling with Superiors, Co-workers, Subordinates, Peers**

**18. Protocol of Handling Uninvited Guests**

**19. Protocol of Official Communications and Invitations**

- a. Sending an invitation - RSVPs
- b. Writing in response to letters/ invitations
- c. Handling electronic communications (Facebook, etc.)
- d. Importance of correct name, address, no typo errors

**20. Protocol in the Workplace (including language, jokes, etc.)**

**21. DFA and Philippine Missions and Assistance to be Provided, including Limitations**

**22. Privileges and Immunities (if any) of Businessmen Overseas**

- a. Tourists or those working overseas – what to expect from the Philippine Embassy
- b. Filipino associations and interacting with expatriate Filipino businessmen (advantages/disadvantages) – perspective of a diplomat and perspective of businessman

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