

**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*

**CENTER FOR  
GLOBAL BEST PRACTICES**

*presents*



## **BEST PRACTICES**

IN

# **BUSINESS & GOVERNMENT PROTOCOL**

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

**FRIDAY, 18 MAY 2018 \* EDSA SHANGRI-LA HOTEL, MANDALUYONG CITY \* 9:00am to 5:00pm**

*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.

**Ambassador Jose Abeto Zaide (Ret)** – Former chief of protocol, Department of Foreign Affairs. As a career diplomat, he has 40 years of solid experience in diplomacy and foreign affairs. He was assigned as Ambassador to the Federal Republic of Germany, Austria, Slovenia, Croatia and France. He was also the permanent representative to the International Organizations in Vienna. His foreign postings include Moscow, Brussels, New Delhi, Bonn, and Hamburg in various capacities as a diplomat.

**Ruy Y. Moreno** – managing partner, Arthur Andersen Vietnam (1990-2000); first honorary consul general of the Philippines in Ho Chi Minh City (1995-2000); VP, RCBC (2001-2007); director for operations, private sector-National Competitiveness Council (2007-present); chairman, Philippine-Myanmar Business Council (2007-present); executive director, ICC Philippines (2009-present); vice-chairman, Center for Global Best Practices. Recipient, Ho Chi Minh award given by Vietnamese government.

**LIMITED SEATS ONLY**  
**PRE-REGISTRATION REQUIRED**

**REGISTER NOW** and avail of  
Early Bird & Group DISCOUNTS

**Seminar Investment is P9,880**  
inclusive of Meals, Resource Kit,  
and Certificate of Attendance

Avail of the 5% Group Discount for attendees of  
3 or more and 10% Early Bird discount when  
you enroll and prepay before April 18, 2018

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### **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