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!

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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.