

CCCD

CANADIAN CENTER FOR
CULTURAL DIPLOMACY



Civic Hotel, Autograph Collection
by Marriott Bonvoy, Surrey, BC



June 1, 2025

MASTERCLASS

GLOBAL MANAGEMENT: SECRETS OF EFFECTIVE COMMUNICATION, MODERN PROTOCOL AND ETIQUETTE

JUNE 1, 2025



DIPLOMATIC PROTOCOL
AND EVENT MANAGEMENT

CCCD

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PROGRAM OVERVIEW

This exclusive Masterclass is designed to equip participants with the essential principles of global management, international protocol, and high-level communication skills. It focuses on fostering diplomatic and effective relationships at VIP events while considering cultural diversity. Participants will gain a deep understanding of protocol and etiquette nuances, the strategic use of body language, and effective communication techniques in international settings. By the end of this program, attendees will develop modern, ethical, and impactful management skills, strengthening their leadership abilities and confidence in the global arena.

WHY SHOULD YOU ATTEND ?

- ✓ Master international protocol and diplomatic etiquette in a short period
- ✓ Learn from two distinguished international experts through an interactive session
- ✓ Gain practical skills for real-world business and diplomatic scenarios
- ✓ Expand your professional network with participants from around the world
- ✓ Receive an official certificate to enhance your career prospects

WHO SHOULD ATTEND ?

This Masterclass is designed for professionals who interact with dignitaries, VIPs, and international stakeholders, including:

- **Diplomats & Embassy Staff**
- **Public Relations & International Relations Experts**
- **Personal Assistants, Interpreters & Liaison Officers**
- **Protocol and VIP Managers**
- **Business Executives & Senior Leaders**
- **Human Resources Professionals**
- **Event Planners & Hospitality Managers**
- **Conference Organizers & Corporate Leaders**
- **Real Estate Professionals**

MASTERCLASS AGENDA

9:00 AM – 10:00 AM | Registration & Welcome Coffee

10:00 AM – 11:30 AM | **Session 1: Diplomatic & Business Protocol**

Speaker 1: International Protocol Expert

- The Role of Protocol in Global Diplomacy & Business
- Key Etiquette & Protocol Rules for High-Level Events & Meetings
- Best Practices for Communicating with VIPs & Dignitaries
- Effective Use of Body Language & Gestures in International Settings
- Common Mistakes in Global Business & Diplomatic Relations

Interactive Exercise: Participants will apply protocol principles in simulated diplomatic meetings and high-level events

11:30 AM – 1:00 PM | **Session 2: Cross-Cultural Communication & Global Etiquette**

Speaker 2: Cross-Cultural Communication Expert

- Strategies for Effective Communication Across Different Cultures
- Social & Business Etiquette: Understanding Cultural Sensitivities

Practical Workshop: Participants will engage in hands-on exercises to navigate intercultural communication and protocol challenges

1:00 PM – 2:30 PM | Q&A with Expert Speakers

Open discussion where participants can ask questions and gain insights from experts.

Networking & Light Lunch

For registration and inquiries: info@cccd.ca

ADDITIONAL PROGRAM DETAILS

Fee: 100 USD

Official Certificate Awarded

This Masterclass is an exclusive opportunity to elevate your global communication and leadership skills while mastering diplomatic protocol and international etiquette.