

## Why Choose The Protocol School of Washington?

You will attend the **first and only accredited** etiquette, protocol, and business image school in the nation recognized by the U.S Department of Education (ACCET.org)

You will benefit from a curriculum that embraces adult learning theory and methodologies to engage your learning style and ensure understanding and application.

You will learn from the best. Our trainers are skilled presenters and subject matter experts who are committed to providing you an in-depth, dynamic learning experience.

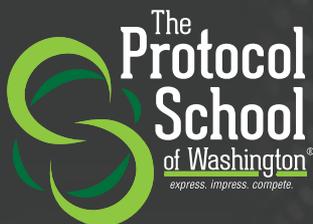
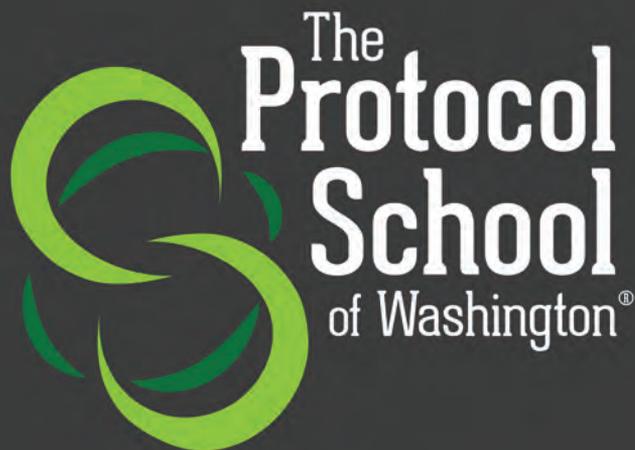
You will have immediate credentials. We are the most trusted name in the industry, celebrating more than two decades as the global leader in protocol, and etiquette training.

You will have access to networking globally and build professional relationships with your peers.

Your training is recognized by Fortune 500 corporations, federal and state government, the armed services, associations, academia and private consultants.

You can count on receiving a powerful boost in reaching your personal and professional development goals.

Your success is our success! We will provide mentoring and privileged advice indefinitely.



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*“The mission of The Protocol School of Washington is to provide contemporary, universally accepted protocol and etiquette training in the highest professional manner.”*

Find out more at [PSOW.edu](http://PSOW.edu)

Scan this code on your smartphone to visit our site.



must have a QR code scanner on your smartphone

As the global leader in business etiquette, image, and international protocol training, The Protocol School of Washington is recognized worldwide as the most trusted name in the industry.

### **Classroom Training**

Open enrollment classroom trainings on protocol and etiquette are offered throughout the year on a scheduled basis. As a student, you will benefit from our dedicated investment in creating a team of expert trainers, the best resources in the industry, and the highest caliber curriculum.

### **On-site Training**

Private on-site training provides flexible, customizable training solutions to fit your organization's unique needs. This allows organizations to train an entire team or department with one unified learning experience, ensuring everyone obtains the same knowledge and skills. Training can be delivered on-site at your office or at a location of your choice.

### **Protocol and Etiquette Resource**

Whether it's a keynote address at a large conference, connecting with our students in trainings, or supporting our graduates after class, we are THE resource for Protocol and Etiquette.

# Become a Leader

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## With the Industry Experts

*“If you are going to invest precious time and money, it should be with the most qualified and professional organization. PSOW provides the skills, data, and materials but most importantly, they continue to provide the network and support needed in this industry.”*

*Kimberly Hillson, Guest Recognition Coordinator  
- The Ritz-Carlton, Phoenix, Arizona*

Train to be a Corporate Etiquette and  
International Protocol Consultant®

Protocol Officer Training<sup>SM</sup>

International Protocol Manager Training<sup>SM</sup>

Advanced International Protocol Course<sup>SM</sup>

On-site Training



The  
Protocol School  
of Washington®

[www.psow.edu](http://www.psow.edu)

# Classroom Training / Open Enrollment

## **Train to be a Corporate Etiquette and International Protocol Consultant®**

This five-day interactive training provides expert, hands-on instruction that will prepare you to work as an independent consultant or in-house facilitator teaching business etiquette and international protocol. Our team of experts will train you in the essentials of: Cross-cultural Communications and Awareness, Business Etiquette, Dining Skills, Marketing, Public Relations, Protocol Officer Duties, Sales and Negotiations, as well as Presentation Skills.

## **Protocol Officer Training<sup>SM</sup>**

This five-day comprehensive training provides expert instruction, guided exercises and coaching in the fundamentals of operational protocol including: Protocol History and Competencies, Personal Leadership and Emotional Intelligence, Legendary Service, Order of Precedence, Seating Strategies, Titles & Forms of Address, Gifts, Flags, Anthems and Logos, Ceremonies, Protocol Logistics, Military Protocol, Dining Etiquette, and Personal Diplomacy.

## **International Protocol Manager Training<sup>SM</sup>**

This five-day training is a version of the acclaimed Protocol Officer Training offered at locations outside the continental United States.

## **Advanced International Protocol Course<sup>SM</sup>**

This four-day course is an advanced training requiring completion of International Protocol Manager Training or Protocol Officer Training. Enriched protocol-specific cross-cultural knowledge and skills, will prepare you to be effective protocol managers and advisors in any situation or location in the world. The foundations of protocol will be reinforced in case studies designed to highlight the problems that arise in real-world situations.

## **On-site Training**

Areas of training at your office or at a location of your choice include (but are not limited to): Dining Etiquette, Customer Service, Order of Precedence, Seating, Titles and Forms of Address, Logistics, International Protocol, Gifts, VIP Visits, Ceremonies, Business Entertaining, Meetings and Conferences, Military Protocol, Flags and Logos, Business Etiquette, Business Image and Attire, Global Communication Styles, eEtiquette, Presentation Skills, Networking, and Advanced Logistics (i.e. Security, Motorcades, Crisis Management).