



**Asia Masters Center**

## **Etiquette & Protocol for Public Relations Officials & Office Managers**



## Financial analysis Modelling & forecasting

### ➡ Course Objective

- Explain how to behave correctly in both business and social situations
- Describe how to interact and communicate effectively with different types of guests
- Demonstrate appropriate personal and professional conduct
- Plan VIP visits and formal occasions while executing the role of the ideal host
- Apply proper communication etiquette
- Implement different variations in protocol and etiquette from different cultures, nations and regions
- Apply financial analysis techniques to improve investment decision-making

### ➡ Target Audience

- Personnel officers
- public relations professionals
- events organizers
- personal assistants
- employees in the hospitality business
- all those whose position requires dealing and interacting with important persons in both government and private sectors



## Course Outline

- Principles of business etiquette and protocol
- Definitions and concepts
- Guiding principle
- Importance of etiquette in business
- Importance of protocol in business
- The importance of manners
- Creating the right corporate image
- Six basic principles
- Achieving communication success
- Communication levels and definitions
- The four principles of communication
- Elements of the communication process
- Communication delivery aspects
- Barriers to effective communication
- Overcoming communication barriers
- Communicating across cultures
- Managing perceptions and biases
- Communication key qualities
- Listening etiquette
- Personal and professional conduct
- Universal expectations for behavior
- Etiquette for formal occasions
- Handling difficult personalities
- Four choices for dealing with various behaviors
- International business etiquette
- Customs and cultures
- Best practices
- Planning and hosting VIP occasions
- Preparation for official visits

- Protocol at events and summits
- Key qualities of the ideal host
- Seating strategies
- Risk and contingency planning
- Mistakes to avoid
- Meeting at airports
- Proper communication etiquette
- Phone etiquette
- Meeting etiquette
- Email etiquette
- Titles and forms of address
- Exchanging gifts
- Variations in protocol and etiquette
- Administrative protocol
- Flags, anthems and logos
- Awkward situations and solutions
- Panoramic view of variations
- The design of financial models for forecasting and decision-making

➤ **The Feature Of Asia Master Training And Development Center**

- we pick up the customer from the airport to the hotel.
- we give the participant training bag includes all the necessary tools for the course.
- Working within groups to achieve the best results.
- All our courses are confirmed and we do not postpone or cancel the courses regardless of the number of participants in the course.
- We can assist you in booking hotels at discounted prices if you wish to book through us.
- We offer the certificate from Asia Masters Center for Training and Administrative Development.

➡ **The Cost Of The Training Program Includes The Following:**

- 1) Scientific article on flash memory.
- 2) Training Room.
- 3) Training.
- 4) Coffee break.
- 5) The training bag includes all the tools for the course.

**Price (USD)**

**Communicate with the training department  
to know the participation fees**

➤ **There are offers and discounts for groups**

**The details of the bank account**



**Bank name: CIMB Bank Berhad**  
**Account name: Asia Masters Center SDN. BHD**  
**Bank account number: 80-0733590-5**  
**Swift code: CIBBMYKL**  
**IBAN: Null**