



INTERNATIONAL  
CENTRE FOR PROTOCOL  
& DIPLOMACY

GLOBAL EXECUTIVE EDUCATION PROGRAMME  
ON  
**STRATEGIC LEADERSHIP  
AND DIPLOMATIC  
PROTOCOL**

**ADVANCED MASTER CLASS  
3DAYS VIRTUAL LEARNING**

**9TH-11TH AUGUST, 2022**

## CPD SERIES

*Continuous Personal Development*

**Plus our 5DAY EXECUTIVE PROGRAMME  
IN PERSON London/Dubai**

**Dates coming out soon**



# Accelerating Leadership Potentials

## **AT INTERNATIONAL CENTRE FOR PROTOCOL & DIPLOMACY (ICPD)**

We inspire and deliver a truly global experience and collaborate with top UK Universities, various Institutes of learning and Protocol Schools, alongside our partners to engage high profile professionals providing learning and development programmes for both private and public sectors/organisations across the globe.

With our wealth of experience and wide network across top UK Universities, we have provided robust training courses for 100's of professionals in Protocol, Diplomacy, Business Leadership, Management, International Relations etc. With training needs opportunities that cut across 1000's of Professionals, we have developed tailored courses that will run quarterly during 2022/2023 in London, Dubai and across Africa.

The Global Executive Education Programme is aimed at providing sustainable learning for Protocol and Diplomatic Executives across the globe attracting a diversified and inclusive community.

The Programme is designed to inspire leadership skills into the broad understanding of the functional principles and practices to manage the functions of International Protocol and Diplomacy.

## PROGRAMME FACILITATOR

Director, International Centre for Protocol and Diplomacy United Kingdom and the President of the Global Protocol and Diplomatic Network (GPDN) and launched the World Protocol Matters campaign. Also the coordinator of the AfriProtocol Initiative promoting and driving the Protocol agenda in Africa, champion for diversity and inclusion, promoting a transformation agenda and promoting young people in Protocol. Over 15 years experience as International Trade Advisory and Business Development, Promoting Partnerships and Investment between the UK, Europe, Asia and Africa.

Making Strategic Leadership and Diplomatic Protocol essential solutions across various industries, sectors, business, increasing expertise to confidently apply best practices and understanding International Procedures, cross cultural intelligence, Inclusive growth, Innovation and Diplomacy, Business Protocol, International Relations, Relationship building, networking, VVIP and Protocol etc



**Hon. Patricia Kenneth-Divine**  
International Centre for Protocol and Diplomacy

The Sydney School of Protocol in collaboration with the International Centre For Protocol & Diplomacy will contribute to the Global Executive Education Programme, to advance and prepare participants for success in the global business environment through:

Design and delivery of experiential, personal and professional development online mastery programmes which will enable participants to deliver and build exceptional leadership skills, business and social relationships:

### **Business global context:**

The global business environment is fast changing and a highly competitive market. Navigating complex business and social relationships, locally and in different countries correlates highly with client satisfaction, employee satisfaction and sustainable business outcomes. It requires a level of proficiency in global etiquette and protocol intelligence.



Julie brings over 20 years of proven experience in building brands and transforming individuals. A strong educational leader, playing key roles in service strategy, design and development, brands and marketing. A graduate of the Protocol School of Washington.

**Julie Lamberg-Burnet**

Founder/Director - Sydney School of Protocol - Australia

## OUR FACULTY



**Dr Cedric M Nkiko**

BSc (Hons), MBA, MSc, DBA, SFHEA, CMgr MCMI

Associate Profesor – Leadership and Organisational Behaviour Course Leader - Chartered Manager Degree Apprenticeship (CMDA)  
Department of Management and Finance, Worcester Business School



**Em Bartels**

Protocol and Branding Expert

Founder and Executive Director of GPA Awards International Ltd, A professional development organisation that supports Executives through Creativity Innovation and Excellence. She is the ICPD's Africa Representative overseeing its business mainly in West Africa.



**Arbnora (Lola) Gojani Mazreku**

International Protocol and Etiquette Specialist

Master of Protocol and Soft Diplomacy  
Founder of ProProtocol

International Protocol and etiquette specialist/ trainer / advisor / executive event & conference planner, organizer and manager / soft skills and education mentor / motivational speaker. She is a member of the World Protocol Organisation. Specialties: International Business and Diplomatic Protocol / Etiquette; Soft skills; Good manners for children First Impression specialist. Little detail finder that makes a big difference in protocol.



**Pedro Luis Sánchez Torres**

Protocol & Diplomacy Consultancy

### **STRATEGIC CORPORATE SCENOGRAPHY: ONE MESSAGE, ONE MISSION**

Protocol set design, Verbal communication:  
persuading language·

Non-verbal communication: gesture and word.

Kinesics, proxemics, paralinguistics and cronemic.

Main communication protocol written tools, Protocol techniques·

Types of presidency and precedence, Ceremonial Auditing·

Founding Partner, Global Protocol, Etiquette, Civility, Academy (GPEC). Member Board of Directors Hero Portraits. Speaker/Trainer/Consultant • Etiquette

• Protocol • Travel Security • Exhibitions. Global Traveler, Author. Graduate Embry-Riddle Aeronautical University with dual Masters, resides in Texas, United States.

Mike's distinguished military career was highlighted when honored to serve 10 years in the 89th Special Air Mission (SAM) unit, flying the U.S. President, Vice President, Cabinet and Foreign Leaders. A graduate of the Protocol School of Washington. Selected as a "Fellow" by the Event Industry Council (EIC) first inauguration class.

He works with scale orientated business owners and corporate leaders who are open minded to up-designing themselves emotionally, mentally, productively, and above all are change accountable towards their current business goals for a clear lifestyle reward. He has published articles that have received recognition all over the world, as well as given keynote and TEDx talks that have influenced change and understanding to the importance of individual and team niche performance, business lifestyle, accountability, attitude, and soft skills in the workplace

For the past 25 years, she has served as a career diplomat and international civil servant with the United Nations, the Caribbean Community Regional Secretariat (CARICOM) and the Jamaican Foreign Service. She has served in the following capacity, Chief of Protocol (Protocol and NGO Liaison Officer) at the United Nations Office at Vienna (UNOV), Chief Protocol and Research Officer to the Secretary-General of the Caribbean Community Secretariat (CARICOM), Deputy Programme Manager for Foreign Policy and Community Relations, CARICOM, Deputy Chief of Mission/Head of Chancery at the Embassy of Jamaica to Mexico and Central America; Alternate Permanent Representative/Counsellor of Jamaica to the Organisation of American States (OAS);-First Secretary at the Embassy of Jamaica in Washington DC.



**Michael Lynn CMP – Fellow**  
CEM - Emeritus, CMM, CME, CPC, CPECP



**Paul Rees:**  
Business Niche Expert TEDx Speaker



**Ms. Phillipa Dianne Lawrence**  
Master of Protocol and Soft Diplomacy  
Former Chief of Protocol, U.N. Vienna,  
Former First Secretary at the Embassy of Jamaica in Washington,  
Former Deputy Chief of Mission at the Embassy of Jamaica to Mexico

## Delivering A Truly Global Experience:

The world of Protocol and diplomacy demands exceptional skills and knowledge to deliver these functions as it involves official procedures of rules governing affairs of state and diplomatic engagements. Therefore Protocol and Diplomatic Professionals are expected to display high leadership skills, extremely organized, skillfully diplomatic, able to work under pressure and maintain multiple responsibilities

### Day 1

#### **INTRODUCTIONS TO STRATEGIC LEADERSHIP DYNAMICS AND MANAGEMENT**

**Dr Cedric M Nkiko BSc (Hons), MBA, MSc, DBA, SFHEA, CMgr MCMI**

Strategic leadership and performance: Reflect on the relationship between effective leadership and performance in organizations.

- Strategic Managers and Leaders' Qualities Skills and their Development
- Explore the functions and dynamics of high-performance leadership and management
- Leadership communication and effective management
- Strategies and models for leading change how to raise the concern and engage key stakeholders in the agenda for more effective organisational resilience and change
- Mastering complexity and agility in the VOCA world: Explore strategies to manage and lead complexity during disruptions inherent in leadership.

#### **INSTITUTIONAL PROTOCOL: THE POWER OF IMAGE :**

**Pedro Luis Sánchez Torre:**

Introduction to protocol: definition, typology and key concepts

- Presidency and precedence: rules, location and order.
- Receptions and farewells
- Protocol and Ceremonial Manual
- Use of institutional and private flags

#### **BECOMING A GLOBAL CORPORATE CITIZEN - MODULE 1**

**Julie Lamberg-Burnet Sydney School of Protocol**

- Personal Brand & Sparking the Entrepreneur Within, Introduction to Personal Brands & Business Brands?
- What is a Personal Brand? How and why do we align Personal Brands Business Brands?
- Distinguish Yourself - How to Create Positive First Impressions (Research Insights)

# **INTERNATIONAL PROTOCOL AND DIGITAL DIPLOMACY MANAGEMENT**

## **Em Bartels**

- Analysis of the impact of evolving digital transformation practices on Protocol and Diplomacy
- Digital Diplomacy, E-Diplomacy
- Digital Revolution
- Influence International Relations and Diplomacy
- Making Revolutionised our Communications & Information dissemination
- Changed Political & Social Landscapes across the globe
- Use of Digital Technologies and Social Media by States & Governments for public communication

## **Day 2**

### **INTRODUCTIONS TO STRATEGIC LEADERSHIP DYNAMICS & CORPORATE DIPLOMACY**

#### **Becoming a Global Corporate Citizen Module 2.**

**Julie Lamberg-Burnet Sydney School of Protocol**

Managing First Impressions, Good Body Posture, Walk, Stand and Sit, (Demonstration & Break out Group Activity) Language and the Impact of Body Language, Eye Contact and Approach - (Research Insights, Demonstration & Group Activity) Introducing and Welcoming, World Class Handshakes, Small Talk.

How to Make an Entrance with Impact & Confidence, How to Enter and Exit a Conversation

### **LEADERSHIP IN PROTOCOL & SECURITY APPLICATIONS**

#### **Mike Lynn**

- Why ... Security Important ... World Changing
- Preparation Knowledge and Checklist ... Importance
- THE PLAN ... Every Area of YOUR Travel
- Travel Security and Situational Awareness

### **PRINCIPLES OF KEYNOTING**

**Paul rees - Business Niche Expert TEDx Speaker**

- Soft Skills Formulas
- Productive mindset
- Person to people working attitude
- PR and leadership performance
- Principles of Keynoting and its applications



## Day 3

### **INTERNATIONAL BUSINESS PROTOCOL & CORPORATE ENGAGEMENTS**

**Patricia Kenneth-Divine**

- Dynamics of Business Protocol and Corporate Diplomacy
- Cross-Cultural Intelligence
- Protocol vs Etiquette in Business and Corporate Diplomacy
- Personal competence and communication skills
- The Power of collaborations and Partnerships

### **LEADERSHIP IN OPERATIONAL PROTOCOL AND DIPLOMATIC MANAGEMENT**

**Phillipa Lawrence - Master of Protocol & Soft Diplomacy**

- Roles and procedures of Protocol Practice, order of precedence  
Seating Arrangements for Official Visits
- VIP Management, Official Visits and Ceremonial events  
Planning Overseas visits.
- International Protocol and Diplomacy: The Impact of Culture on Protocol  
Protocol and Cultural Intelligence.

### **BECOMING A GLOBAL CORPORATE CITIZEN MODULE 3**

**Julie Lamberg-Burnet, Sydney School of Protocol**

- Personal Image & Presentation
- Presenting Yourself in Business & Social Settings
- Grooming & Health/Wellbeing
- Decoding the Dress Codes - Color/Fit/Style (Research Insights, Demonstration & Group Activity)

### **NEGOTIATIONS IN DIPLOMATIC ENGAGEMENTS:**

**Lola Gojani Mazreku.**

- Negotiation and Leadership
- Negotiation strategies and techniques
- Preparations for a negotiation
- Cultural barriers in Negotiation
- Win-Win Negotiation
- Dealing with difficult people and bargaining.



## Understand the framework of modern Protocol and diplomatic applications

### OUTCOMES

Refine personal leadership purpose in alignment with Protocol and diplomatic functions. Develop factors between strategic leadership and operational leadership

- Develop tools and knowledge to operate efficiently in a constantly global changing and challenging Environment
- Unveil the challenges, values & applications of Protocol Practices in the workplace, leading teams and dealing with difficult situations.
- Develop and implement strategies that enhances the delivery of job functions and objectives
- Broaden the perspective and enhance in-depth knowledge of Protocol communication and diplomatic functions.

### TARGET AUDIENCE

- Business Leaders
- Directors of Protocol
- Diplomats
- Chief of Staff
- Protocol and Diplomatic Professionals
- International Civil Servants Government Officials and Departments
- Students interested in Protocol and diplomacy

[www.icpdglobal.com](http://www.icpdglobal.com)

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