



Protocol Week Summer School

International School of Protocol in Brussels

20th and 25th July 2009

Introduction

The International School of Protocol in Brussels presents your first Protocol Week Summer School. One week of intensive study in the heart of Europe. It is an only opportunity to learn protocol, business etiquette and Events organizations in a multicultural and multilingual ambiance.

The Protocol Week Summer School consists of several seminars in the field of General Protocol, Organization of Events, European Institutions, International Protocol, Intercultural Dialogue and Communication Protocol.

The methodology of ISP summer school called the Case Method consists in simulating a real-life situation. This helps students to develop a solid foundation in order to consolidate the information and knowledge to be acquired during the course, as well as their ability to plan, organise and take important decisions. There are also visits to the European Institutions and practice lessons of etiquette at the table.

Objectives

- To learn the main rules and techniques to organise any kind of event;
- To Grasp the different European and International Institutions and their relations;

- To Understand the organisation of visits and other events at the European and international Institutions, such as seminars, conferences, exhibitions and receptions;
- To Understand the relations between Member States despite their differences;
- To Provide general guidelines on the distinguishing aspects of Protocol and etiquette in the world;
- To learn communication techniques towards the events organisation: Letters, banners, statements, files among others.
- To understand the events promotion: advertisement techniques and publications preparation.

Target

Young and adults interested in learning protocol, etiquette, cross cultural communication, institutional relations and events organisation.

People working inside the Protocol and events organization field which wants to deepen their knowledge.

Communication, public relations, marketing and / or advertisement professionals that wish to broaden their knowledge in the area of the protocol, institutional relations and events organisation.

Programme

20th July

Rue Froissart, 57 – 1040 Brussels

+32 240 077 38

www.protocolbrussels.com

protocolbrussels@protocolo.com



10h00 – 13h00 – Lecture on Events Organization

14h30 – 17h30 – Visit - Tour and Taxis

21st July

9h00 – 12h30 – The Protocol at the European Institutions

14h00 – 17h30 – Visit – European Parliament

20h00 – 22h30 – “Dinner chez Protocol at 27 EU”

22th July

- 9h00 – 12h30 – Protocol in the 27 EU Member States

14h00 – 17h30 – Visit – European Commission

18h30 – Networking - Chatelain

23rd July

- 9h00 – 12h30 – Protocol in Foreign Institutions: NATO, United Nations, and Ceremonial of the Vatican and the Catholic Church

14h00 – 17h30 – Visit - NATO

24th July

- 9h00 - 12h30 – Official Protocol – Organisation of Events, Monarchies and Republics

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14h00 – 17h30 – The importance of the Intercultural Dialogue

19h00 – Networking - Place Luxembourg

25th July

9h00 – 12h30 – Protocol in the world (Asia, Middle East, Africa, EUA and South America)

14h00 – 17h30 – Communication and Protocol

20h00-22h30 – Dinner chez protocol – Asia

Delivery of attendance certificates

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General Information

Summer School venue

The seminars take place at International School of Protocol in Brussels - ETI building: 57 Rue Froissart, B-1040 Brussels

Working language

All training will be held in English

Fee

Only training - 800€ per person - 28 hours of training (5 days), includes participation in the seminars, 4 visits, 2 dinners chez protocol, documentation and a certificate of attendance.

Youth Program – 1000€ per person – 28 hours of training (5 days), includes Youth Hostel accommodation (double rooms), participation in the seminars, 4 visits, 2 dinners chez protocol, documentation and a certificate of attendance.

Hotel Program – 1800€ per person - 28 hours of training (5 days), includes accommodation at the Hotel NH Grand Place (single rooms), participation in the seminars, 4 visits, 2 dinners chez protocol, documentation and a certificate of attendance.

Prices without flight value. The flight booking will be provided if requested

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Requirements

To have a secondary school diploma and good command of the English language is required.

Registration

- A completed Registration form;
- A photocopy of your passport, identity card or other official document showing your personal details;
- A copy of your diploma.

Post – Send to International School of Protocol in Brussels, Rue Froissart, 57 – 1040 Brussels

Online – Send to protocolbrussels@protocolo.com

Payment

The fee is due on International School of Protocol in Brussels account before the start of the seminar. Pre-payment is a condition for participation.

To guaranty the prices the Inscriptions should be made until 15th June 2009

Limited spaces available – 20 people minimum and 35 people maximum



For more information contact us

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Protocol Week Summer School - *Registration Form*

Surname: _____ Name: _____

ID: _____

Address: _____

Postcode: _____ Town: _____ Country: _____

Nationality: _____ Date of birth: _____

Telephone number: _____ Mobile number: _____

E-mail address: _____

Academic and Professional Details

Previous Educational Qualifications: _____

University or Institution: _____

Professional Details (Company or Institution and current position):

Form of payment: _____

Date

Signature

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