



**IX INTERNATIONAL CONGRESS OF PROTOCOL
XV NATIONAL CONGRESS OF THE PUBLIC CEREMONIAL
3, 4 AND 5 OF NOVEMBER OF 2008
GRANDE HOTEL - CAMPOS DO JORDÃO – SÃO PAULO – BRASIL**

PROGRAM*

Monday 3

9:00 Congress Desk Opening

Place: Convention Center Foyer - Grande Hotel

- Registration and Credentialing
- Technical Consulting and Breakfast with Experts Registration
(according to regulations)

9:30 Book Shop Opening

Place: Convention Center Foyer - Grande Hotel

10:00 Film library

Place: Augusto Estellita Lins Room

Film: "The Royal Wedding of the Prince of Asturias"

Comments: Marcelo Pinheiro (Brazil) – Representation's CNCP of Pará State Manager

Silvia Martinez (Brazil) – "Providence – Planejamento e Cerimonial" Manager

**Cristiane de Souza Costa Esteves (Brazil) – Tourism and Hotel School –
"UniverCidade" High College Professor**

11:00 Technical Consulting

Place: "Miguel Ángel Radic" Room

- 1 - City Hall Ceremonial – Djair de Souza (Brazil) - Praia Grande/SP City Hall Events and Ceremonial Coordinator
- 2 - Solemnity Scripting - Itapuan Bôtto Targino (Brazil) – CNCP's Advisory Committee Member
- 3 - Inaugurations - Ronan Ramos de Oliveira (Brazil) – CNCP for Southeast Region Coordinator
- 4 - Municipal Legislative Ceremonial – Úrçula Maria Vieira (Brazil) - Goiânia City Council Chief of Ceremonial
- 5 - Graduation Solemnity - Maria Lucia Betttega (Brazil) - Caxias do Sul University Professor
- 6 - Judiciary Ceremonial – Maria Claudia Guimarães (Brazil) - OAB – SP Chief of Ceremonial

12:30 Lunch

14:30 Opening Address

Place: "Jorge Blanco Villalta" Room

Signature of the Cooperation Agreement between CNCP and ABEOC

15:00 Conference

Place: "Jorge Blanco Villalta" Room



Topic: Persuasive Speech as an Essential Tool to a Protocol Act: from Classicism to Modern Efficiency

Lecturer: Fernando Ramos (Spain) - Doctor Professor, Director of the Complementary Course of the University of Vigo in Communication and Protocol and President of OICP's Commission of Deontología

15:00 Lecture

Place: Augusto Estellita Lins Room

Topic: Wedding Ceremony Organization

Lecturer: Vera Simão (Brazil) – Events Consultor

15:30 Film library

Place: Paulo Maciel Room

Film: Hungary's President Inauguration

Comments: Csilla Felföldy (Hungry)- Member of Hungry Association of Protocol

16: 00 Panel

Place: “Jorge Blanco Villalta” Room

Topic: The Master of Ceremony and the Voice as an Instrument

Moderator: Yvone de Souza Almeida (Brazil) - CNCP's Vocational Education Center Manager

Panelists: Athayde Alves (Brazil) – Master of Ceremony

Andréa de Campos Signoretti (Brazil) - Speech Therapist

16:00 Lecture

Place: “Augusto Estellita Lins” Room

Topic: Councilmen, Mayor and Vice-Mayor Inauguration Ceremony

Lecturer: Úrcula MariaVieira (Brazil) - Goiânia City Council Chief of Ceremonial

17:00 Lecture

Place: “Augusto Estellita Lins” Room

Topic: Solemn Sessions of Medal Presentation: Creativity and Innovation.

Lecturer: Rosana Cajuella (Brazil) - State of Santa Catarina's Legislative Assembly Coordinator of Events

17:30 Closing Address

19:30 Moving to “Claudio Santoro” Auditorium

20:30 IX Congreso Internacional de Protocolo e

XV Congresso Nacional do Cerimonial Público Opening Ceremony

Place: Cláudio Santoro Auditorium

Dress code: formal (dark suit)

Thursday, 4

8:00 Breakfast with the Expert

Place: “Paulo Victor Souza Lima” Room





- 1 - **Conclusions on I European Protocol Congress - Jorge Daniel Salvati (Argentina) – OICP and APCRA President**
- 2 - **State Military Ceremonial – Arthur Alvarez (Brazil) – Military Police of São Paulo State Lieutenant**
- 3 - **Software for Acts Organization - Javier Carnicer (Spain) - “Cortes de Aragón” Chief of Ceremonial**
- 4 - **Ceremonial and the PR interacting with Tourism - Etna de Fagre (Venezuela) - Main Professor of “Universidad Pedagógica Experimental Libertador - UPEL”**
- 5 - **Stories and Comments on Ceremonial - Victor Mendoza (Venezuela) - OICP’s Congress Department Director**
- 6 - **State Legislative Ceremonial - Francklin Bezerra dos Santos (Brazil) - Legislative Assembly of Pernambuco State Chief of Ceremonial**

9:00 Panel

Place: “Jorge Blanco Villalta” Room

Topic: International Organizations Ceremonial: EU, NATO and COE

Moderator: Ambassador Eduardo Alberto Sadous (Argentina) – Academic director of the “International Center of High Capacitación”

Panelists: Alfredo Rodríguez Gómez (Spain) - Director of Protocol of the Cabinet of the Minister of the Defense

Rafael Benítez (France) Head of Protocol of Council of Europe - COE

9:00 Presentation of Communication

Place: “Augusto Estellita Lins” Room

9:30 Panel

Place: “Augusto Estellita Lins” Room

Topic: Ceremonialists Fees: a controversial subject.

Moderator: Hermínio Gonzáles Rojas (Paraguay) – 4th Vice-President of OICP

Panelists: Ricardo Carlini (Brazil) – Carlini Consulting and Specialized Communication Director

Marcelo Pinheiro (Brazil) – Representation’s CNCP of Pará State Manager

Djair de Souza (Brazil) - Praia Grande/SP City Hall Events and Ceremonial Coordinator

10:30 Interval

11:00 Conference

Place: “Jorge Blanco Villalta” Room

Topic: History and Evolution of Ceremonial and Protocol.

Lecturer: Maria Teresa Otero (Spain) - University of Sevilla Professor Doctor, Directora da Rede Internacional de Centros Homologados da OICP’s International Centers Network Director

11:00 Panel

Place: “Augusto Estellita Lins” Room

Topic: Judiciary Precedence

Moderator: Dr. Alexandre Alves Lazzarini, (Brazil) - São Paulo Central Civil Court Head Judge



**Panelists: Florêncio Beserra Fiho (Brazil) – State of Mato Grosso Court of Justice Ceremonial
Hugo de Faria Almeida (Brazil) - OICP and CNCP Consulting Counselor
Francklin Bezerra dos Santos (Brazil). - Legislative Assembly of Pernambuco State
Chief of Ceremonial**

11:00 Film library

Place: Sala Paulo Maciel Room

Film: “Presentation of Letters of credence to His Majesty the King of Spain and State Visits to Spain.”

11: 00 Technical Consulting

Place: “Miguel Angel Radic” Room

1 - Fundamental Stone – Elizete Ferraz (Brazil) - CEAD Manager

2 - Brazilian National Symbols – Fredolino Antonio David (Brazil) – CNCP’s Ethics Council Member

3 - Corporate Ceremonial – Edvalda Bonfim (Brazil) - Bahia’s ECT Regional Office Business Events Coordinator

4 - Invitation Design – Sara Gomes (Brazil) - Writer Specialist in Ceremonial Organization of Events

5 - Wedding Processionals – Silvia Martinez (Brazil) - “Providence – Planejamento e Cerimonial” Manager

6 - Sports Events Opening Solemnity – Gerardo Correas (Spain) – Vice-president of “Escuela Internacional de Protocolo – EIP” and President of “NHV- Eventos a Medida”

12:00 Event Official Picture

Place: Hotel Garden

12:30 Lunch

14:30 Panel

Place: “Jorge Blanco Villalta” Room

Topic: Graduation Ceremonies: uses and customs.

Moderador: Flávio Benedito Viana (Brasil) – Diretor Financeiro da CNCP

Panelists: Fernando Ramos (Spain) - Doctor Professor, Director of the Complementary Course of the University of Vigo in Communication and Protocol and President of OICP’s Commission of Deontología

Yvone de Souza Almeida (Brazil) - CNCP’s Vocational Education Center Manager

Etna de Fagre (Venezuela) - Main Professor of “Universidad Pedagógica Experimental Libertador - UPEL”

14:30 Panel

Place: “Augusto Estellita Lins” Room

Topic: Ceremonial in Corporate Strategy for Making Business in China.

Moderator: Isabel Amaral (Portugal) – 3rd Vice-President of OICP e President of Portuguese Association for Protocol Studies APEP

Panelists: Blanca Ruiz Rojo (Spain) - X International Protocol / Research



Elias Feito Sanches (Spain) - XInternational Protocol / Research

15:30 Interval

16:00 Panel

Place: “Jorge Blanco Villalta” Room

Topic: Ceremonial for Company Modernization and Results Improvement.

Moderator: Gerardo Correas (Spain) – Vice-president of “Escuela Internacional de Protocolo – EIP” and President of “NHV- Eventos a Medida”

Panelists: Guillermo D’Aiello (Argentina)- “Estudio D’Aiello Imagen. Organización de Eventos” Manager

Marisa Canton (Brazil) - Getúlio Vargas Foundation Professor Doctor, Events Brazilian Academy Member

16:00 Panel

Place: “Augusto Estellita Lins” Room

Topic: Swearing the pledge ceremonial by the Presidents in the Latin-American Countries.

Moderator: Héctor Marcovechio (Argentina) - Audience Head Director - Argentinian Nation Presidency

Panelists: Julio César Díaz Ojeda (Venezuela) – “Asociación de Profesionales del Ceremonial y Protocolo de Venezuela” Vice-President

Micheline Nassar (República Dominicana) – Congress Chief of Ceremonial

16:00 Film library

Place: Paulo Maciel Room

Film: “Vatel – A Banquet for a King”

17:00 Panel

Place: Augusto Estellita Lins Room

Topic: Mourning Honours

Moderator: Luis Fernando Ribeiro Sotelo (Brazil) – Member of the Commission of Studies and Research of the CNCP

Panelists: Florêncio Beserra Fiho (Brazil) – State of Mato Grosso Court of Justice Ceremonial

Fredolino Antonio David (Brazil) – CNCP’s Ethics Council Member

18:00 Closing Address

21:00 CeremoniArts

Place: Tomas Chávarri del Rivero Room

Entertainment Show presenting ceremonialists artistic talents

Wednesday, 5

8:00 Breakfast with Experts

Place: “Paulo Victor Souza Lima” Room





- 1 - Experiences of the Official Ceremonial - Sergio Grillo (Argentina) – Chief of Ceremonial for the Argentinian Government Presidency
- 2 - Legislative Solemn Sessions - Regina Célia de Almeida El Rafih (Brazil) – Director of State of Rondônia Legislative Assembly Department of Ceremonial
- 3 - Ceremonial Logistics - Herminio González Rojas (Paraguay) – 4th OICP Vice-President
- 4 - Academic Costume Code - Marcílio Reinaux (Brazil) - ABCBP President
- 5 - Venezuela's Judiciary Ceremonial – José Antonio Bianco Alaimo (Venezuela) – Chief of Public Relations Department of Venezuela's Justice Supreme Court.
- 6 - Ceremonial and the Political Image – Alejandro Negro (Argentina) – Director of Institutional Relations and Ceremonial of the “Ministerio de Trabajo, Empleo y Seguridad Social de la Nación”

9:00 Lecture

Place: “Jorge Blanco Villalta” Room

Topic: Latin America and Caribbean Summit Meeting with European Union

Lecturer: Embassador Jaime Stiglich (Peru) - General consul of Peru in São Paulo

Ministry Fortunato Ricardo Quesada Seminario (Peru) - Director of Ceremonial of the “Ministry of You relate Exteriors”

9:00 Lecture

Place: “Augusto Estellita Lins” Room

Topic: The Organizational Alchemy in the Events

Lecturer Dirceu Moreira (Brazil) – Human Resources Consultant

9:45 Lecture

Place: “Augusto Estellita Lins” Room

Topic: Dress codes - Current Denomination and Trends of Fashion in the Global World

Lecturer: Claudia Matarazzo (Brazil) Journalist, Specialist in Etiquette and Behavior and Head of the Ceremonial of the Government of the State of São Paulo.

10h30 Interval

11:00 Conference

Place: “Jorge Blanco Villalta” Room

Topic: Emblematic Venues add value to Ceremonies: The Treaty of Lisbon

Lecturer: Isabel Amaral (Portugal) –Vice-president 3^a of the OICP and President of the Portuguese Association of Studies of Protocol - APEP

11:00 Panel

Place: “Augusto Estellita Lins” Room

Topic: Ceremonial and its Contribution to Sustainable Development

Panelists: Carlos Fuente Lafuente (Spain) – Head of Protocol of “Príncipe de Asturias” Foundation, President of EIP and “Academia Internacional de Protocolo de OICP”

Ariel Dulevich Uzal (Argentina) - Argentina's Presidency Subsecretary of Tourism

José Eduardo de Souza Rodrigues (Brazil) – President of ABEOC



11:00 Film library

Place: “Paulo Maciel” Room

Film: “The Queen”

11:00 Technical Consulting

Place: “Miguel Ángel Radic” Room

- 1. College Ceremonial - Marcílio Reinaux (Brazil) – ABCP President**
- 2. Covenants Signing – Luis Fernando Ribeiro Soutelo (Brazil) – CNCP’s Member of the Commission of Studies and Research**
- 3. State Visits - Héctor Marcovechio (Argentina) - Head Director of Audiences - Argentinian Nation Presidency**
- 4. Corporate Events Organization – Eduardo Salazar (Brazil) - Public Relations Consultants and Chief of Ceremonial of CHESF**
- 5. Wedding Decoration - José Augusto Pestana (Brazil) – Assessor of Institutional Relations of the CNCP**
- 6. Dress codes - Claudia Matarazzo (Brazil) Journalist, Specialist in Etiquette and Behavior and Head of the Ceremonial of the Government of the State of São Paulo.**

12:30 Lunch

14:30 Lecture

Place: “Jorge Blanco Villalta” Room

Topic: The Challenges of Organizing a Major Event – Zaragoza’s Fair 2008

Lecturer: Javier Carnicer (Spain) - Chefe de Cerimonial das “Cortes de Aragón”

14:30 Panel

Place: Augusto Estellita Lins Room

Topic: The Teaching of Ceremonial and Protocol for the Ceremonialist Studies

Moderator: Jorge Daniel Salvati (Argentina) - President of OICP and APCRA

Panelists: Julia Redick (Paraguay) - President of “Comité Paraguayo de Profesionales en Ceremonial”
Gerardo Correas (Spain) – Vice-president of “Escuela Internacional de Protocolo – EIP” and President of “NHV- Eventos a Medida”
Kilda Esther Pitty Gonzáles (Panamá) - Director of the “Diplomee International en woollen Ceremonial y Protocol Universidad de Santa María”.
Jorge Vidaurreta (Argentina) – Head of Protocol f Buenos Aires City Hall and Head of “High Institute of Protocol of Argentina Republic
Silvio Lobo (Brazil) - President of CNCP’s Council of Ethics

15:30 Interval

16:00 Conference

Place: “Jorge Blanco Villalta” Room

Topic: Evolution and Tendencies in Protocol and Ceremonial in European Union and its Member States.

Lecturer: Carlos Fuente Lafuente (Spain) – Head of Protocol of “Principe de Astúrias” Foundation, President of EIP and “Academia Internacional de Protocolo de OICP”



16:00 and 16:30 Presentation of Communications

Place: Augusto Estellita Lins Room

16:00 Film library

Place: Paulo Maciel Room

Film: Treaty of Lisbon Ceremony

17:00 Conference

Place: Jorge Blanco Villalta” Room

Topic: Ceremonial and Protocol: Pillars of Universal Harmony

Lecturer: Nelson Speers (Brazil) – OICP’s President of Honor

Special Guests: Marcílio Reinaux (Brazil) – President of ABCP

Brasília de Arruda Botelho (Brazil) – President of CNCP’s Consulting Council

Eliane Ubillús (Brazil) – OICP 2nd Vice-President, Chief of Ceremonial of Campos do Jordão City Hall and CODIVAP

Ronan Ramos de Oliveira (Brazil) – CNCP for Southeast Region Coordinator

Hugo Faria de Almeida (Brazil) – OICP and CNCP Consulting Council Member

18:00 Closing Address

20:30 Congresso Internacional de Protocolo and XV Congresso Nacional do Cerimonial Público Closing Ceremony

Place: “María Carretero” Events Hall

CNCP Chairboard Inauguration

Outfit: Social

*** May be object of sudden changes without previous warning.**