

The background of the slide features a photograph of a modern, glass-clad skyscraper under a clear blue sky. In the foreground, several flagpoles are visible, flying various national flags, including the flag of Argentina (blue and white stripes) and the flag of Spain (red, yellow, and red stripes with a green and white canton). The text "PROTOCOL AND DIPLOMACY IN THE 21ST CENTURY" is overlaid in white, bold, sans-serif capital letters.

PROTOCOL AND DIPLOMACY IN THE 21ST CENTURY

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OUTLINE

- ▶ Setting the stage
 - Definition of diplomacy
 - Definition and history of protocol
- ▶ Evolution of Protocol and Diplomacy
- ▶ Importance of Protocol and Diplomacy
- ▶ Protocol as a tool of Diplomacy in the 21st Century
- ▶ Applying protocol principles to political and practical realities
- ▶ Cross cultural protocol and diplomacy in the 21st Century
- ▶ Conclusion





DEFINITION OF DIPLOMACY AND PROTOCOL

Question



Is protocol and
diplomacy relevant in
the current global
scenario?

DEFINITION OF DIPLOMACY

- ▶ “the established method of influencing the decisions and behaviour of foreign governments and peoples through dialogue, negotiation, and other measures short of war or violence”
(Encyclopedia Britannica)
- ▶ Modern diplomatic practices are a product of the post-Renaissance European state system.
- ▶ Historically, diplomacy meant the conduct of official (usually bilateral) relations between sovereign states.



DEFINITION OF DIPLOMACY

- By the 20th century, the diplomatic practices pioneered in Europe had been adopted throughout the world, and diplomacy expanded to cover summit meetings and other international conferences, parliamentary diplomacy, the international activities of supranational and subnational entities, unofficial diplomacy by nongovernmental elements, and the work of international civil servants.



EVOLUTION OF DIPLOMATIC PRACTICE

Cooper et al. - the codification of modern diplomatic practice has been marked by a few seminal treaties which frequently occurred after the end of periods of intense warfare:

- ▶ At the end of the thirty-years war (1618-1648), **the Treaty of Westphalia**, 1648, marks the transition from Christendom to the modern system of sovereign States, elevating the interests of States above the religious community as a guiding principle of foreign policy;
- ▶ In 1758, there was Emmerich de Vattel's seminal treatise on interstate relations, **Law of Nations**;

EVOLUTION OF DIPLOMATIC PRACTICE

- ▶ In 1815, after the Napoleonic wars (1803-1815), ***the Congress of Vienna*** codified diplomacy as an institution of the new State system, setting out the international codes of conduct governing diplomatic discourse among sovereign States and Nations;



EVOLUTION OF DIPLOMACY

- ▶ The First World War (1914-1918) ended a hundred years of peace after the Congress of Vienna’.
- ▶ The Treaty of Versailles was the most important of the agreements that brought WWI to a close, ending the state of war between the Allied Powers and Germany.
- ▶ Signed in the Palace of Versailles on June 28, 1919.
- ▶ Marked the first diplomatic summit as the principal signatories were, Prime Minister David Lloyd George of Britain, Prime Minister Georges Clemenceau of France and President Woodrow Wilson of USA;

EVOLUTION OF DIPLOMACY

- ▶ The Second World War (1939-1945) ended with the signature of ***the Paris Peace Treaties, 1947***. ***The League of Nations (1920-1946)*** was formally dissolved in 1946, since it proved ineffective in preventing the outbreak of WWII.
- ▶ At the end of WWII, ***The United Nations Organisation*** was established in 1945 to maintain peace in the world

EVOLUTION OF DIPLOMACY

- ▶ Under the aegis of the UN many treaties were signed that significantly codified the rules of behaviour for diplomats and diplomacy:
 - 1946: Convention on the privileges and Immunities of the United Nations, adopted at the General Assembly of the United Nations;
 - 1961: Vienna Convention on Diplomatic Relations;
 - 1963: Vienna Convention on Consular Relations; and
 - 1969: New York Agreement on Special Missions.

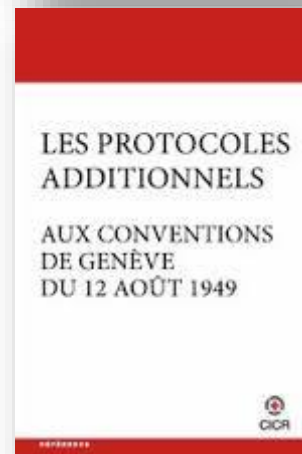
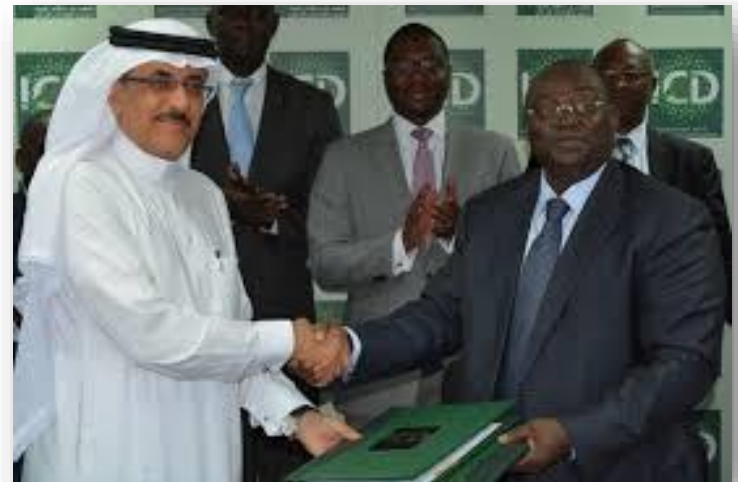
Question



What is your definition
of protocol?

DEFINITION OF PROTOCOL IN THE DIPLOMATIC WORLD

- ▶ Customs and regulations
- ▶ Dealing with the diplomatic formality, procedure and etiquette
- ▶ Supplementary international agreement (e.g., Kyoto Protocol)
- ▶ Agreement between states
- ▶ Annex to a treaty



DEFINITION OF “PROTOCOL”

- ▶ “the official procedure or system of rules governing affairs of State or diplomatic occasions” (Oxford Dictionary)
- ▶ **PROTOCOL** - derived from the Greek word **protokollen**, a fusion of the words protos (first) and kola (glue).
- ▶ Referred to a sheet of paper glued to the front of a document to provide it with a seal of authenticity, a practice that serves as a reminder of today’s Letters of Credentials.

DEFINITION OF “PROTOCOL”

- ▶ Renowned authority on protocol practices and procedures, Ernest Satow, *‘.. the term used to refer to certain established formalities and codes of behaviour that have particular relevance to official and social occasions’*

DEFINITION OF “PROTOCOL”

- ▶ World of multilateral diplomacy, protocol provides a clear and transparent system that allows for all participants to an event organized, whether public or private, to understand the position they are being given in all aspects of their official functions.

ORIGINS OF PROTOCOL AND DIPLOMACY

- ▶ Emergence of protocol associated with the development of States in the context of international relations.
- ▶ The more global our world has become, the more relevant it is to appreciate the logics and reasons behind a so-called protocol system.
- ▶ Protocol provides a framework to support international relationships and negotiations.
- ▶ Multiplication of States since the creation of the United Nations has given a renewed impetus to the importance of protocol.

ORIGINS OF PROTOCOL AND DIPLOMACY

- ▶ Rules of protocol have long pre-existed States.
- ▶ The need to negotiate issues and to find peaceful solutions to frictions arising out of territorial disputes or interactions between communities with different cultures and traditions is as old as humanity.
- ▶ The exchange of gifts between parties, the recognition of titles associated with a social and political position, the use of emblems to distinguish a group from another and the hosting of social events have always been part of human relations and used as tools during negotiations.
- ▶ Envoys representing the interests of a group in negotiations with another group and the immunity provided to these envoys have always been indispensable for communication between groups and parties.





EVOLUTION OF PROTOCOL AND DIPLOMACY

Question



When do you think
protocol started
being practiced?

EVOLUTION OF PROTOCOL IN DIPLOMACY AND NEGOTIATIONS PROTOCOL ANCIENT HISTORY

- ▶ Traces of protocol can be found throughout ancient history.
- ▶ Egypt had the basics of a diplomatic system back in the 14th Century B.C. when dealing with neighbouring States.
- ▶ By the 8th Century B.C., China had organized a system of missions to manage the immensity of its territory.

EVOLUTION OF PROTOCOL IN DIPLOMACY AND NEGOTIATIONS

PROTOCOL IN ANCIENT HISTORY

- ▶ Messengers were widely used in ancient Greece and Greek mythology; depicting a system of gods led by Hermes to ensure their security.
- ▶ Messengers and envoys were protected through an unwritten but recognized system of immunities from both aggression and arrest. They were the first true diplomats of the Western world.
- ▶ During times of war, they provided an on-going mean of communication between the battling parties.

EVOLUTION OF PROTOCOL IN DIPLOMACY AND NEGOTIATIONS PROTOCOL ANCIENT HISTORY

- ▶ Prosperity of the city-States and the distances between them led to the development of a system of representation and reciprocity through the use of Proxenos.
- ▶ A Proxenos is the equivalent of what we would call an Ambassador– a representative looking after the interests of another city-State's citizens.
- ▶ The Proxenos was provided with a Proxenia, a document that established his credentials.



COMMENTATIO DE PROXENIA:
SIVE DE PUBLICO GRAECORUM
HOSPITIO

MORITZ HERMANN EDUARD MEIER

EVOLUTION OF
PROTOCOL IN
DIPLOMACY
AND
NEGOTIATIONS
PROTOCOL
ANCIENT
HISTORY

EVOLUTION OF PROTOCOL IN DIPLOMACY AND NEGOTIATIONS

ANCIENT HISTORY

- ▶ Northern Italy followed in the steps of the Catholic Church and established its first embassies in the 13th Century.
- ▶ Ceremonies for the presentation of Ambassadors' credentials to the Head of State became the norm.
- ▶ Other European powers saw the benefit of having permanent missions and Ambassadors representing their interests in other countries and diplomatic representations spread to Eastern Europe, Russia and the Ottoman Empire.

EVOLUTION OF PROTOCOL IN DIPLOMACY AND NEGOTIATIONS ANCIENT HISTORY

- ▶ As the number of royal courts grew, so did the competition between Ambassadors.
- ▶ Each Ambassador wanted precedence in ceremonies and social events to show the importance of his sovereign.
- ▶ In the absence of a system accepted by all courts, issues of precedence could take monumental proportions.
- ▶ A famous clash occurred in London (1661) when a precedence issue was raised at the arrival of the carriages of the French and Spanish Ambassadors. War was narrowly averted.



CONGRESS OF VIENNA OF 1815

- ▶ Prime objective of the Congress was, in the aftermath of the end of the Napoleonic wars, to provide long-term peace for Europe.
- ▶ Despite efforts, the decisions taken at the Congress did not prevent wars and conflicts in Europe.
- ▶ The Congress did not give birth to any international organization.
- ▶ The Congress revealed a new approach for States to settle their disputes by establishing the principle of “conference diplomacy” as a tool for peaceful negotiations between conflicting factions.



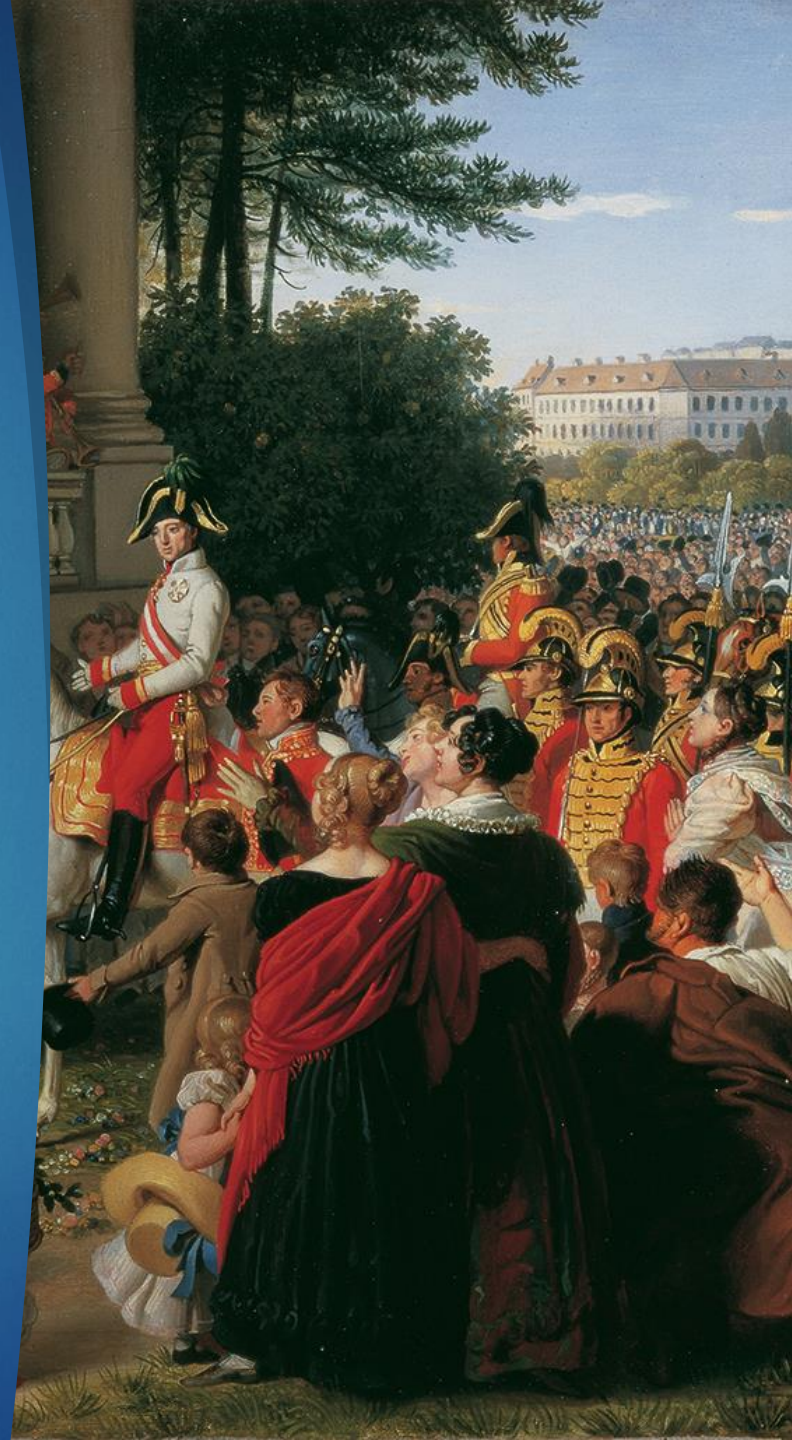
CONGRESS OF VIENNA OF 1815

- ▶ It was the first time in the history of diplomacy that a conference of such dimension was organized.
- ▶ Conference lasted six months and was attended by some fifteen members of Royal families, 200 Princes and countless Heads of diplomatic missions



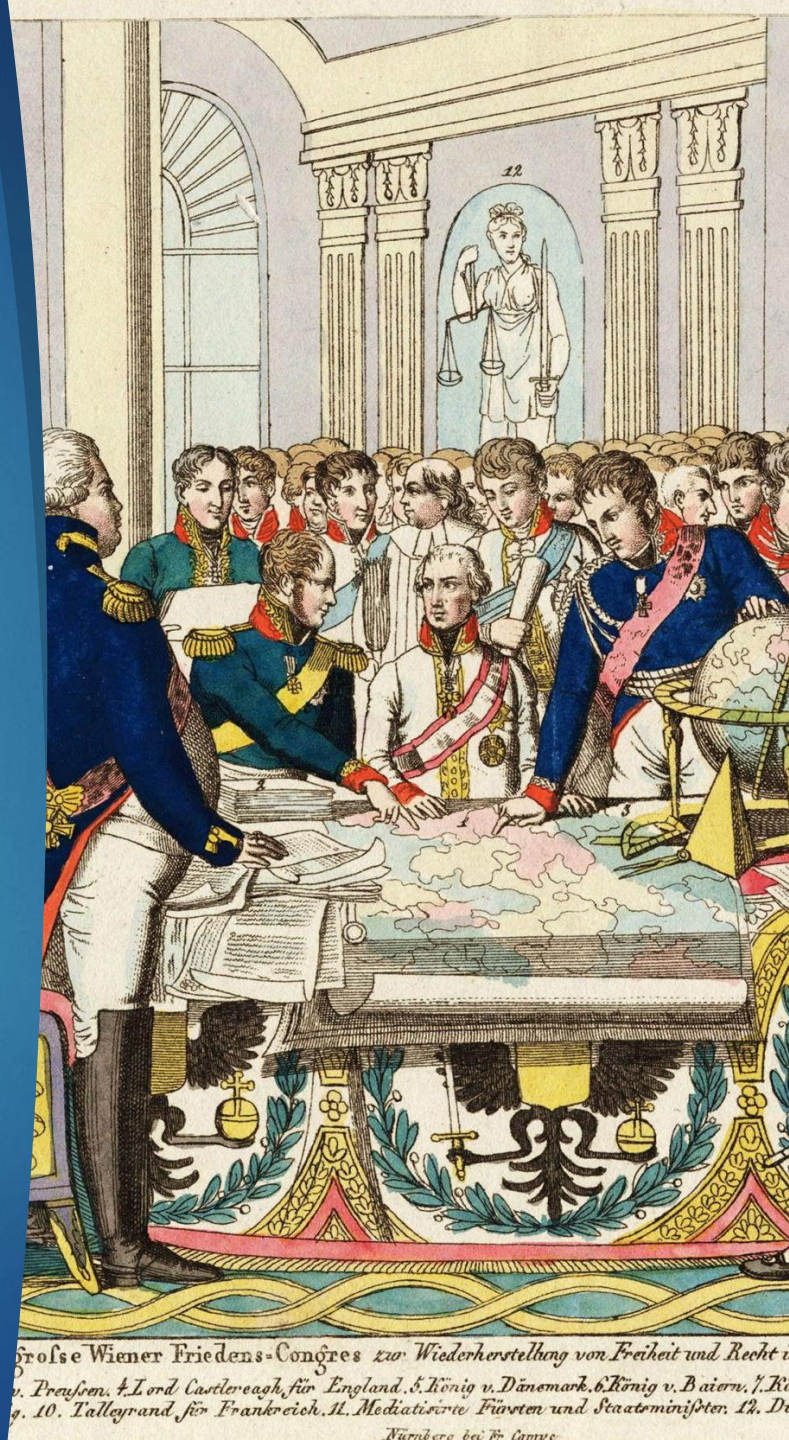
CONGRESS OF VIENNA OF 1815

- ▶ Presence of a number of Kings, Princes, Dukes, Ministers, and representatives created a quandary in the diplomatic hierarchy as each country wanted to impose its own system.
- ▶ Representatives of the major European powers also recognized the importance of protocol in diplomacy and adopted an international system of diplomatic ranks and titles still in use today: Ambassadors, Papal legates, Ministers plenipotentiary, Ministers resident, and Chargés d'affaires.
- ▶ An order of precedence was defined between diplomats according to their rank and the date of the presentation of their credentials.



CONGRESS OF VIENNA OF 1815

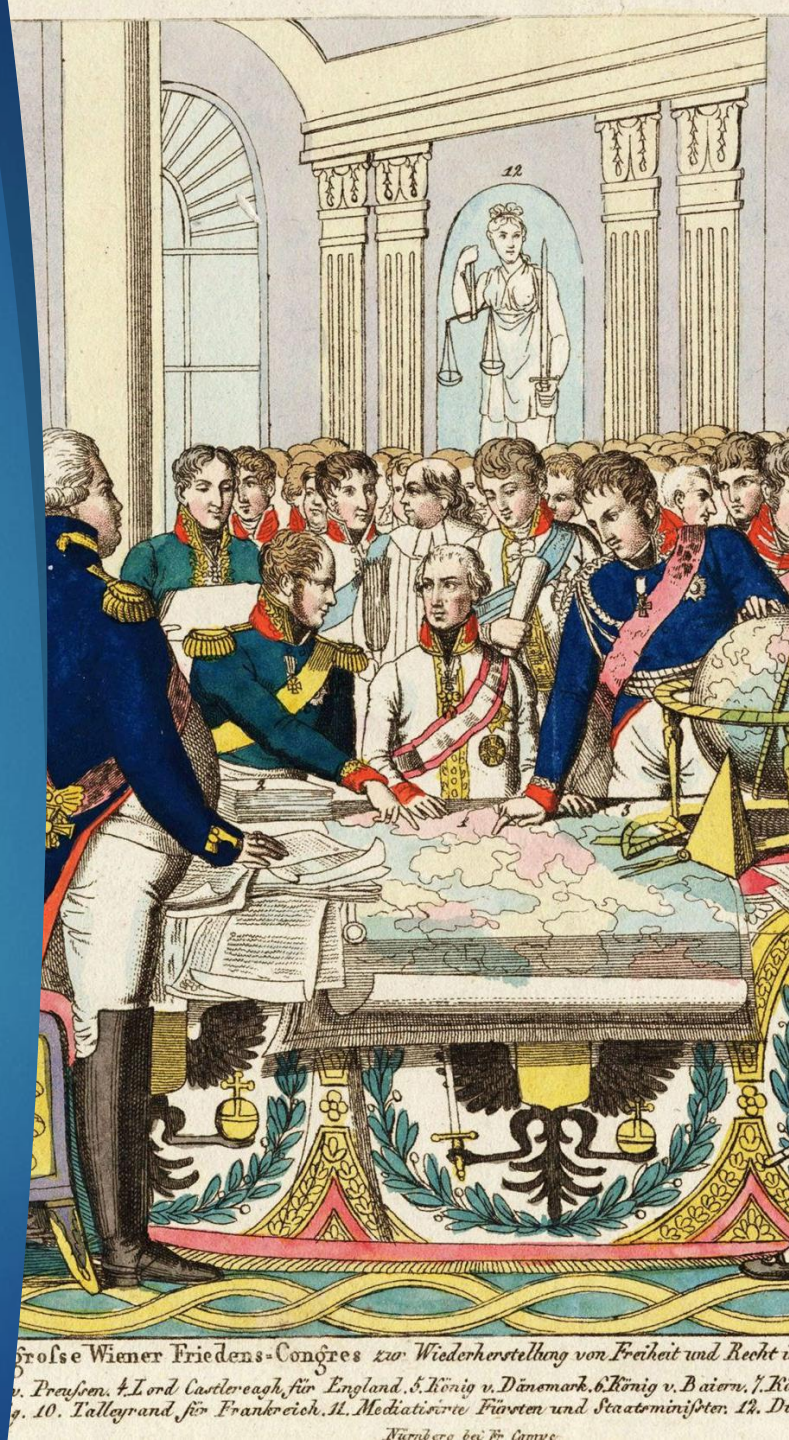
- Congress also decided that country representatives would be seated at meetings according to the French alphabetical order and reaffirmed the principle of diplomatic immunity protecting diplomats from prosecution



Große Wiener Friedens-Congress zur Wiederherstellung von Freiheit und Recht
v. Preußen, 4. Lord Castlereagh, für England, 5. König v. Dänemark, 6. König v. Bayern, 7. König
v. Sardinien, 8. Fürst v. Metternich, 9. 10. Talleyrand für Frankreich, 11. Mediatistische Fürsten und Stateminister, 12. De
Nürnberg bei F. Grosse

CONGRESS OF VIENNA OF 1815

- ▶ Principle of organizing seating according to alphabetical order of country names is still followed today.
- ▶ If the English alphabetical order has taken pre-eminence, the French alphabet is still followed in conferences organized in Geneva and other French-speaking countries.



Große Wiener Friedens-Congress zur Wiederherstellung von Freiheit und Recht
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EVOLUTION OF PROTOCOL IN DIPLOMACY AND NEGOTIATIONS MODERN HISTORY

In 1961 there was the codification of additional rules on diplomatic ranks, ranking among States and seating at Conferences which became known as the Vienna Convention on Diplomatic Relations.

EVOLUTION OF PROTOCOL IN DIPLOMACY AND NEGOTIATIONS MODERN HISTORY

- ▶ As a result of these developments the Vienna Convention on Diplomatic relations marked the emergence of a universal code of conduct established to govern multilateral and bilateral negotiations and international conduct.
- ▶ Observed by all States in the diplomatic community and which put all individuals and states on equal footing in the international arena. .



EVOLUTION OF PROTOCOL IN DIPLOMACY AND NEGOTIATIONS

MODERN HISTORY

- ▶ Protocol governs important areas which underscore the rules of civility and relations between individuals and states in diplomacy.
- ▶ Include ranking of persons according to their official status, forms of address and the use of titles to connote an individual's status in society and honours they have received.
- ▶ Includes the rules and procedures to be observed at social functions such as dinners, lunches and receptions as well as the formalities to be observed at official events such as royal ceremonies, funerals and weddings and also events such as signing ceremonies and welcome and departure of dignitaries at airports and on official visits and events.



IMPORTANCE OF DIPLOMACY AND PROTOCOL

Question



What is the importance of protocol and diplomacy in the conduct of government affairs?

IMPORTANCE OF DIPLOMACY AND PROTOCOL

- ▶ The global aspect of diplomacy has led since the end of the Second World War to the recognition by all States of the growing importance protocol and diplomacy to find common solutions for problems, which nowadays go well beyond the confine of national borders.



IMPORTANCE OF DIPLOMACY AND PROTOCOL

- ▶ Multilateral diplomacy demands a renewed awareness of protocol rules and customs with a cross-cultural perspective.
- ▶ These well-established and time-honoured rules allow nations and people from a wide range of cultures and values to conduct their business with dignity in an environment devoid of frictions.
- ▶ Frictions can easily arise when one of the parties concerned does not feel treated with respect.



IMPORTANCE OF DIPLOMACY AND PROTOCOL

- ▶ Tend to see the emergence of protocol as the by-product of the development of States in the context of international relationships.
- ▶ Reality is that rules of protocol have long pre-existed states.





PROTOCOL AND DIPLOMACY IN THE 21ST CENTURY

Question



How do you see
protocol and
diplomacy differing in
the 21st century?

TRENDS IN DIPLOMACY AFTER WORLD WAR II

Major changes have been identified that have had an impact on diplomacy in this period:

- ▶ Rapidly expanding numbers and classes of actors in the diplomatic arena
- ▶ More expansive domain and scope of subject matter/content: from high politics, war and peace to Health, environment, climate change, migration, development, science and technology education, culture etc.
- ▶ The range of functions required of the diplomat has expanded from negotiation, communication, consular, representation and reporting; **to observation, merchandise trade and services promotion, cultural exchange, public relations etc.**

TRENDS IN DIPLOMACY AFTER WORLD WAR II



- ▶ Multiplicity of levels at which diplomatic activity takes place (**local, bilateral, regional, global**).

MODERN TYPES AND TECHNIQUES IN DIPLOMACY

- ▶ In the middle ages, it was predominantly summit diplomacy; today summitry is more of a photo-op or symbolic.
- ▶ Shuttle diplomacy developed in the sixties and seventies. This mode tended to be used for high security issues and reflects a distrust of bureaucracy and fear of sabotage.



MODERN TYPES AND TECHNIQUES IN DIPLOMACY



- ▶ Two-track diplomacy developed in response to civil society coming into its own.
- ▶ On the one hand there is the use of standard diplomacy and at the same time there is increasing involvement of NGOs, academics, humanitarian organisations, former government officials, provincial/local government establishing ties abroad, etc.
- ▶ Referred to as para diplomacy when track two diplomacy complements or supports State diplomacy.
- ▶ Increasingly multilateral agencies are working with NGOs re service delivery.

MODERN TYPES AND TECHNIQUES IN DIPLOMACY

- ▶ The atomic age ushered in ***nuclear diplomacy*** dealing with deterrence, compliance, non-proliferation, arms control, disarmament etc.
- ▶ ***Celebrity diplomacy***: The use of stars and famous persons in good causes. Princess Di and children born with AIDS; and consequences of landmines; Angelina Jolie etc. Goodwill Ambassadors
- ▶ The glare of modern media requires that diplomats be media savvy as they operate in the glare of media scrutiny and cannot afford any gaffes that end up on social media.

MODERN TYPES AND TECHNIQUES IN DIPLOMACY

- ▶ **Conference diplomacy:** Historically, there were Concerts and Congresses involving States' leaders.
- ▶ Today's conferences involve states and non-state actors and are usually followed by intense diplomatic activity.
- ▶ Sometimes over years as countries try to harmonize strategies to advance their own and defeat competing interests and efforts; or to mobilize/blunt NGO influence or support.



MODERN TYPES AND TECHNIQUES IN DIPLOMACY

- ▶ Negotiations on a Law governing the marine environment the United Nations Conference on the Law of the Sea which met for more than a decade before there was the successful conclusion of the Treaty of the Law of the Sea is an excellent example of conference diplomacy.



MODERN TYPES AND TECHNIQUES IN DIPLOMACY

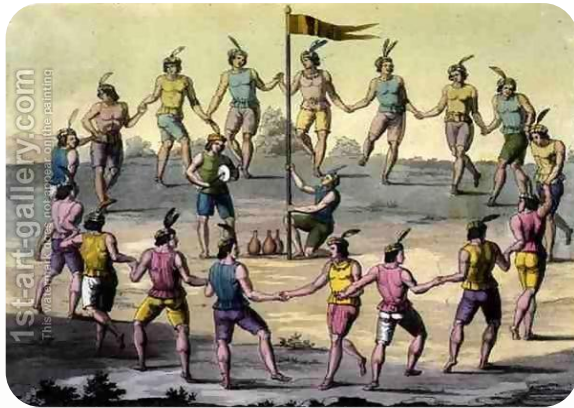
- ▶ Network diplomacy: the capacity to mobilize international networks of public and private actors in support of the State's position is a requirement of diplomacy in a networked world.
- ▶ Club and network diplomacy.



CLUB	NETWORK
Small number of players	Large number of players
Highly hierarchical structure	Flatter Structure
Based largely on written communication	More significant oral component
Low transparency	High transparency

MODERN TYPES AND TECHNIQUES IN DIPLOMACY

PROTOCOL AS A TOOL OF DIPLOMACY IN THE 21ST CENTURY



PROTOCOL AS A TOOL OF DIPLOMACY IN THE 21ST CENTURY

One pre-existing condition for the materialization of protocol in international affairs: the desire of the parties to solve problems through constructive engagement rather than through the use of force.

Wars do not require protocol; peace does. Throughout history we can see how diplomacy and protocol progressed when nations abandoned warfare in favour of negotiations.

PROTOCOL AS A TOOL OF DIPLOMACY

- ▶ Peace demands that all parties are treated with respect and that their views are listened to in times of disagreement.
- ▶ Even though states are rarely, if ever, partners of equal political and socio-economic strength, rules of protocol allow for the parties and their representatives to feel that they are treated as equals.
- ▶ In a way, protocol neutralizes the possibility for human emotions to derail collaborative relationships between states by addressing such issues of pride, inferiority and even physical size of those involved



APPLYING PROTOCOL PRINCIPLES TO POLITICAL AND PRACTICAL REALITIES IN THE 21ST CENTURY

Applying protocol principles to political and practical realities

- ▶ Political and practical realities of the 21st century make protocol more complex.
- ▶ Political realities of relations between states - affects invitees and seating, as well as orders of precedence.
- ▶ Inclusion of non-state actors as important political players makes their inclusion in official diplomatic functions complex.
 - ❖ *deal not only with the issues of precedence but also form and style of address and also the corresponding protocol courtesies*

Applying protocol principles to political and practical realities

Diplomacy has witnessed a growing informality throughout the 21st century.

Protocol does not function in a vacuum therefore it has been adapted to mirror broader societal norms.

Digital diplomacy via e-mail is one fundamental example where a technological innovation has helped facilitate speedier communication and provide reliability in communication.

Rules have been relaxed with the introduction of electronic communication and social media.



TRENDS IN PROTOCOL AND CHALLENGES OF PROTOCOL IN TODAYS WORLD

Protocol in International Organizations

TRENDS AND CHALLENGES

Communication

- ▶ Electronic Communication
- ▶ Social Media
- ▶ Invitations
- ▶ RSVPs

Forms of Address

- ▶ Informal forms of address
- ▶ Forms of address in International Organisations

Language

Protocol in International Organizations

TRENDS AND CHALLENGES

Order of Precedence

- ▶ Alphabetised
- ▶ Gender

Seating

- ▶ Language
- ▶ Culture
- ▶ Gender
- ▶ Interpreters

Ceremonials Simplified

- ▶ Presentation of Credentials
- ▶ Signing Ceremonies
- ▶ Observances
- ▶ Courtesy Calls
- ▶ Farewell Calls
- ▶ Mourning
- ▶ Flag Raising

Protocol in International Organizations

TRENDS AND CHALLENGES

Greetings

- ▶ Informal
- ▶ Introductions
- ▶ Handshake

Cross Cultural Communication

- ▶ Greetings
- ▶ Seating
- ▶ Handshakes
- ▶ Dress

Protocol in International Organizations

TRENDS AND CHALLENGES

Security

Conferences and Summits

- ▶ Venues
- ▶ Agendas
- ▶ Attendees

Technology

- ▶ Videoconferencing
- ▶ Internet – posting of communication/ Blue Book/ Accreditation

Social Events

- ▶ Different informal formats
- ▶ Dress codes

Question



What are some of the challenges affecting protocol in a post 9/11 and terrorism era?

TRENDS AND CHALLENGES

Post 9/11 World

- ▶ VIP Courtesies at airport
- ▶ Arrival and Departure Courtesies
- ▶ Venues

Question



What are some of the challenges in a COVID-19 era?

CROSS CULTURAL PROTOCOL AND DIPLOMACY IN THE 21ST CENTURY



Question



What is your
understanding of
cross cultural
diplomacy?

CROSS CULTURAL PROTOCOL AND DIPLOMACY

- ▶ When conducting diplomacy in a foreign country diplomats need to have some knowledge of the rules and behaviors that are considered acceptable in social and professional relationships.
- ▶ The culture and traditions of each country make people behave differently and if international managers do not know how to adapt to business culture differences, they can cause rejection in the other party and even jeopardize the success of the negotiations.

ASPECTS RELATED TO CROSS CULTURAL PROTOCOL AND DIPLOMACY

- ▶ Greetings and introductions.
- ▶ Names and titles.
- ▶ Organizing meetings.
- ▶ Punctuality and time.
- ▶ Business cards.
- ▶ Preliminary conversations.
- ▶ Business meals.

- ▶ Tipping Tips
- ▶ Business Attire
- ▶ Verbal communication.
- ▶ Non-verbal communication.
- ▶ Gift giving.

KEY THINGS TO
KEEP IN MIND
WHEN
CONDUCTING
DIPLOMACY
AND
PROTOCOL
ABROAD

- ▶ Re: international etiquette there are things you can do no matter what country you are going to.
- ▶ Preparing for an international meeting and you are not sure about the cultures of the people at the meeting, the following guidelines will guarantee that you act in a respectful manner and remember to avoid sensitive areas.
- ▶ Traveling to a specific region or a country for business, you can do in-depth research as there are key differences in cultures you need to understand

GENDER ROLES

- ▶ International protocol, gender roles can cause a bit of confusion.
- ▶ Understanding the appropriate gender etiquette helps to avoid uncomfortable situations.
- ▶ Often, gender roles are about personal boundaries and physical contact with men and women. E.g., In many countries, especially in the Arab world, women should not shake hands with men.
- ▶ Older generations, e.g., Japan are not often comfortable shaking hands with Western women.
- ▶ Before travelling be knowledgeable of the gender roles to navigate meetings in a respectful manner and to prepare yourself for how you might be approached in the country.

PERSONAL SPACE

- ▶ Personal space varies with respect to gender, but personal space is important in other contexts as well.
- ▶ In general, South American countries can be a lot more physical, even in a business context, than Asian countries.
- ▶ Naturally, there are differences within countries in the same continent.
- ▶ E.g., European nations are very different when it comes to personal space. While the French don't mind kisses on the cheek when greeting, the Finns are especially careful about their personal space.

ALCOHOL CULTURE

- ▶ Food and drink are a big part of doing business.
- ▶ In many countries, a business dinner or lunch is part of the deal making process, so it is important to understand the food and drink culture of the country to which you are travelling.
- ▶ The alcohol culture important, as you do not want to be ordering wine with your meal in countries where combining alcohol and business are a big 'no-no'.
- ▶ Not just about cultures where alcohol is fully prohibited.
- ▶ Countries such as Australia, where drinking is not unusual after work, drinking during business meetings is discouraged.



BUSINESS GIFTS

- ▶ When it comes to doing business, handing out gifts is often considered a lovely thing to do.
- ▶ Countries and cultures vary greatly on what type of gifts are considered appropriate.
- ▶ In many Western countries, gifts can often be considered inappropriate in the first place, while in Asia gifts are very much expected.



ISSUES SURROUNDING THE PROTOCOL AND DIPLOMATIC CULTURE

- ▶ Be aware of the specific differences in the business culture within countries and cultures.
- ▶ There are great differences in cultures when it comes to the way you conduct business and maintain relationships.
- ▶ If you want your international business relationships to flourish, you need to master the specific aspects of the business culture.

ISSUES SURROUNDING THE PROTOCOL AND DIPLOMATIC CULTURE

SHOWING RESPECT

- ▶ There is no country in the world where you don't need to be respectful but there are different ways of getting around it and you must be extra cautious in certain situations.
- ▶ For example, in Japan it is extremely important to show your respect to the older generations, while this is not as important necessarily in Western countries.
- ▶ While shaking hands in the US is considered respectful, in Japan, a simple bow might be considered more respectful.

ISSUES SURROUNDING THE PROTOCOL AND DIPLOMATIC CULTURE

BUSINESS CARDS

- ▶ Some cultures handing out business cards is especially important. In many cultures, there are unwritten rules as to when and where should hand out the cards.
- ▶ Examples
 - Japan takes business cards almost ceremonially
 - Italians do not like exchanging business cards outside of business functions.

ISSUES SURROUNDING THE PROTOCOL AND DIPLOMATIC CULTURE

NEGOTIATION

- ▶ You might be able to get straight to the point in countries like Germany, there are many cultures, such as many Arab countries, where you need to keep it casual for a long time before starting to talk business.
- ▶ **THE WORD 'NO'**
International business etiquette needs to tune into the use of the word 'no'. While many Western countries can be very direct during business meetings without considering it rude, in other cultures you need to be very careful in how you decline things.



CONCLUSION

PROTOCOL AND DIPLOMACY IN THE 21ST CENTURY CONCLUSION

- ▶ Protocol sets the framework within which diplomacy is conducted.
- ▶ Protocol and Diplomacy now incorporates new actors which has changed their character
- ▶ In protocol and diplomacy security is now the primordial consideration in arranging events
- ▶ Protocol and diplomacy in the 21st Century is more dynamic changing according to the multicultural nuances of the environment
- ▶ Protocol and diplomacy have a less formal character depending on the players involved and the settings and objectives



THANK YOU!

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SEPTEMBER 2023