

## **COURSE OVERVIEW SS1385**

### **Executive Services & Protocol**

#### **Course Title**

Executive Services & Protocol

#### **Course Date/Venue**

October 04-08, 2026/TBA Meeting Room, Holiday Inn, an IHG Hotel, Al Khobar, KSA

#### **Course Reference**

SS1385

#### **Course Duration/Credits**

Five days/3.0 CEUs/30 PDHs



#### **Course Description**



***This practical and highly-interactive course includes various practical sessions and exercises. Theory learnt will be applied using our software tools.***

This course is designed to provide participants with a detailed and up-to-date overview of Executive Services and Protocol. It covers the executive services, fundamentals of protocol and professional ethics and confidentiality; the executive communication skills, time management and executive support, personal branding and professional image; the diplomatic and government protocol, order of precedence and executive office administration; the executive meetings, business etiquette and international cultural awareness; and the VIP management principles, official visits and delegation management, event planning and protocol.



During this interactive course, participants will learn the hospitality and guest relations, travel and logistics coordination and security awareness for executive services; the international protocol standards, ceremonial protocol and executive decision support; the crisis management in executive offices, digital executive services and leadership skills for executive professionals; and the strategic executive office management, high-level stakeholder management and developing standard operation procedures (SOPs).



By the end of this course, participants will understand international protocol standards, executive office management, VIP handling, diplomatic etiquette, official event management, communication excellence and executive support best practices.

### **Course Objectives/Outcomes & Benefits for the Participants**

Upon the successful completion of this course, each participant will be able to:-

- Apply and gain an in-depth knowledge on executive services and protocol
- Discuss the executive services, fundamentals of protocol and professional ethics and confidentiality
- Carryout executive communication skills, time management and executive support as well as personal branding and professional image
- Implement diplomatic and government protocol, order of precedence and executive office administration
- Manage executive meetings and apply business etiquette and international cultural awareness
- Explain VIP management principles and apply official visits and delegation management as well as event planning and protocol
- Manage hospitality and guest relations, travel and logistics coordination and security awareness for executive services
- Recognize international protocol standards, ceremonial protocol and executive decision support
- Apply crisis management in executive offices, digital executive services and leadership skills for executive professionals
- Employ strategic executive office management, high-level stakeholder management and developing standard operation procedures (SOPs)

### **Exclusive Smart Training Kit - H-STK®**



*Participants of this course will receive the exclusive “Howard Smart Training Kit” (H-STK®). The H-STK® consists of a comprehensive set of technical content which includes **electronic version** of the course materials conveniently saved in a **Tablet PC**.*

### **Who Should Attend**

This course provides an overview of all significant aspects and considerations of executive services and protocol for executive assistants, executive officers, protocol officers, government and corporate administrative professionals, executive office managers and VIP coordinators.

### **Training Methodology**

This interactive training course includes the following training methodologies as a percentage of the total tuition hours:-

30% Lectures

70% Practical Exercises, Case Studies, Games, Customized Videos, Site Visits, Simulations, Role Play, Group Skill Sessions, Outdoor & Indoor Activities

In an unlikely event, the course instructor may modify the above training methodology before or during the course for technical reasons.

### Learning Design & Customization

This course can be customized to the exact requirements of clients. Haward Technology is so proud of our huge capabilities in tailoring our courses to the training needs of our valued clients.

### Course Certificate(s)

Internationally recognized certificates will be issued to all participants of the course who completed a minimum of 80% of the total tuition hours.

### Certificate Accreditations

Haward's certificates are accredited by the following international accreditation organizations: -

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British Accreditation Council (BAC)

Haward Technology is accredited by the **British Accreditation Council** for **Independent Further and Higher Education** as an **International Centre**. Haward's certificates are internationally recognized and accredited by the British Accreditation Council (BAC). BAC is the British accrediting body responsible for setting standards within independent further and higher education sector in the UK and overseas. As a BAC-accredited international centre, Haward Technology meets all of the international higher education criteria and standards set by BAC.
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The International Accreditors for Continuing Education and Training (IACET - USA)

Haward Technology is an Authorized Training Provider by the International Accreditors for Continuing Education and Training (IACET), 2201 Cooperative Way, Suite 600, Herndon, VA 20171, USA. In obtaining this authority, Haward Technology has demonstrated that it complies with the **ANSI/IACET 2018-1 Standard** which is widely recognized as the standard of good practice internationally. As a result of our Authorized Provider membership status, Haward Technology is authorized to offer IACET CEUs for its programs that qualify under the **ANSI/IACET 2018-1 Standard**.

Haward Technology's courses meet the professional certification and continuing education requirements for participants seeking **Continuing Education Units (CEUs)** in accordance with the rules & regulations of the International Accreditors for Continuing Education & Training (IACET). IACET is an international authority that evaluates programs according to strict, research-based criteria and guidelines. The CEU is an internationally accepted uniform unit of measurement in qualified courses of continuing education.

Haward Technology Middle East will award **3.0 CEUs** (Continuing Education Units) or **30 PDHs** (Professional Development Hours) for participants who completed the total tuition hours of this program. One CEU is equivalent to ten Professional Development Hours (PDHs) or ten contact hours of the participation in and completion of Haward Technology programs. A permanent record of a participant's involvement and awarding of CEU will be maintained by Haward Technology. Haward Technology will provide a copy of the participant's CEU and PDH Transcript of Records upon request.

### Course Fee

**US\$ 5,500** per Delegate + **VAT**. This rate includes H-STK® (Haward Smart Training Kit), buffet lunch, coffee/tea on arrival, morning & afternoon of each day.



### Course Instructor(s)

This course will be conducted by the following instructor(s). However, we have the right to change the course instructor(s) prior to the course date and inform participants accordingly:



**Dr. Chris Le Roux**, PhD, M.Com, B.Com (Hons), PMP, Industrial Psychologist (HPCSA Reg.), PMI-ATP Instructor PMI-PMP, PMI-CAPM Instructor is a **Senior Management Consultant & Project Management Professional** with over **30 years** of combined engineering, managerial, consulting, counseling, and international training experience across Africa, the Middle East, the Gulf region, and Europe. His expertise lies extensively in the areas of **Project & Contracts Management Skills, Project & Construction Management, Project Planning, Scheduling, Cost Control, and Earned Value Management, Project Management (Predictive, Agile, and Hybrid), PMO setup and governance, Project Delivery & Governance Framework, Project Management Practices, Project Management Disciplines,**

**Risk and Contract Management** (including contract development, tendering, dispute resolution, and claims), **Risk Identification Tools & Techniques, Project Life Cycle, Stakeholder Management and Communication, Performance Coaching and Difficult Conversations, Project Management Processes, Project Integration Management, Project Management Plan, Project Work Monitoring & Control, Project Scope Management, Project Time Management, Project Cost Management, Project Quality Management, Quality Assurance, Project Human Resource Management, Project Communications Management, Leadership Orientation Programme, Leadership & Team Development, Psychology of Leadership, Interpersonal Skills & Teamwork, Coaching & Mentoring, Innovation & Creativity, Leadership & Performance Management, Leadership Communication, Leadership Excellence for Senior Management, Supervisory, Leadership, Coaching & Mentoring, Leadership, Communications & Interpersonal Skills, Administrative Leadership Skills, Office Management & Administration Skills, Contract Management, Tender Development, Contract Standards & Laws, Dispute Resolution & Risk Identification, Myers-Briggs Type Indicator (MBTI), Organization Development Consultation, Advanced Debriefing of Emotional Trauma, Interpersonal Motivation, Model Based Interviewing, Coaching & Motivation, Creative Thinking & Problem-Solving Techniques, Emotional Intelligence and Resilience, Presentation Skills, Communication & Interpersonal Skills, Effective Communication & Influencing Skills, Effective Business Writing Skills, Writing Business Documents, Business Writing (Memo & Report Writing), Controlling Your Time & Managing Stress, Crisis Management and Decision-Making Under Pressure; and Customer Experience, Service Excellence, and Negotiation Skills, Strategic Human Resources Management, Change Management and Organizational Development, Human Capital and Talent Management (succession planning, performance management, competency frameworks, and behavioral assessment), Strategic Planning and Execution, Project Risk Analysis & Risk Management, Global Diverse & Virtual Teams Operation, Exceeding Customer Expectations, Corporate Governance Best Practice, Business Performance Management & Improvement, Building Environment of Trust & Commitment, Win-Win Negotiation Strategies, Quality Improvement & Resource Optimization, Neuro Linguistic Programming (NLP), Personal Resilience Developing, Effective Role Modelling & Development, Managing Dynamic Work Environments, Organizational Development, Career Management, Situation & Behaviour Analysis, Interpersonal Motivation Skills, Inventory Management and Financial Administration. Further, he has also led or supported Training Needs Analyses (TNA), large-scale capability development programs, and leadership pipelines for technical, operational, and graduate employees.**

During his career life, Dr. Le Roux has gained his academic and field experience through his various significant positions and dedication as the **Training & Development General Manager, Departmental Head (Electrical), Project Manager, Account Manager, Commercial Sales Manager, Manager, Sales Engineer, Project Specialist, Psychology Practitioner, Senior Consultant/Trainer, Business Consultant, Assistant Chief Education Specialist, ASI Coordinator, Part-time Lecturer/Trainer, PMP & Scrum Trainer, Assessor & Moderator, Team Leader, Departmental Head, Senior HR Consultant, Senior Lecturer / Academic Supervisor, Technical Instructor/Qualifying Technician, Apprentice Electrician: Signals, International Trainer, and Part-Time Electrician** from various companies and universities such as the South African Railway (SAR), Department of Education & Culture, **ESKOM**, Logistic Technologies (Pty. Ltd), Human Development: Consulting Psychologies (HDGP) & IFS, Mincon, Eagle Support Africa, Sprout Consulting, UKZN, Grey Campus, Classis Seminars and CBM Training.

Dr. Le Roux has a **PhD in Leadership in Performance & Change**, a **Master's degree in Human Resource Management**, a **Bachelor's degree (with Honours) in Industrial Psychology**, a National Higher Diploma and a National Technical Diploma in **Qualified Electrical & Mechanical Engineering** from **Germiston College, South Africa**. Further, he is a **Certified Project Management Professional (PMP)**, a **PMI Authorized Training Partner (ATP) Instructor**, a **Certified Associate in Project Management (PMI-CAPM)**, a **Certified Scrum Master Trainer** by the VMEdU, a **Certified Instructor/Trainer** and a **Certified Internal Verifier/Assessor/Trainer** by the **Institute of Leadership & Management (ILM)**. Moreover, he is a **Registered Industrial Psychologist** by the Health Professions Council of South Africa (HPCSA), a **Registered Educator** by the South African Council for Educators (SACE) and a **Registered Facilitator, Assessor & Moderator** with Education, Training and Development Practices (ETDP) SETA. He has further delivered numerous trainings, courses, seminars, conferences and workshops globally.

### **Course Program**

The following program is planned for this course. However, the course instructor(s) may modify this program before or during the course for technical reasons with no prior notice to participants. Nevertheless, the course objectives will always be met:

#### **Day 1: Sunday, 04<sup>th</sup> of October 2026**

|             |                                                                                                                                                                                                                                                   |
|-------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| 0730 – 0800 | Registration & Coffee                                                                                                                                                                                                                             |
| 0800 – 0815 | Welcome & Introduction                                                                                                                                                                                                                            |
| 0815 – 0830 | <b>PRE-TEST</b>                                                                                                                                                                                                                                   |
| 0830 – 0930 | <b>Introduction to Executive Services</b><br>Roles and Responsibilities of Executive Service Professionals • Executive Office Structure and Functions • Competencies of High-Performing Executive Assistants • Modern Trends in Executive Support |
| 0930 – 0945 | Break                                                                                                                                                                                                                                             |
| 0945 – 1030 | <b>Fundamentals of Protocol</b><br>Definition and Importance of Protocol • Types of Protocol (Government, Diplomatic, Corporate) • Principles of Official Etiquette • International Protocol Standards                                            |
| 1030 – 1130 | <b>Professional Ethics &amp; Confidentiality</b><br>Code of Professional Conduct • Confidential Information Management • Ethical Decision-Making • Building Executive Trust                                                                       |
| 1130 – 1215 | <b>Executive Communication Skills</b><br>Professional Verbal Communication • Executive-Level Written Correspondence • Telephone and Virtual Communication Etiquette • Cross-Cultural Communication                                                |
| 1215 – 1230 | Break                                                                                                                                                                                                                                             |
| 1230 – 1330 | <b>Time Management &amp; Executive Support</b><br>Prioritization Techniques • Managing Executive Calendars • Scheduling and Appointment Coordination • Productivity Tools for Executive Offices                                                   |
| 1330 – 1420 | <b>Personal Branding &amp; Professional Image</b><br>Business Attire and Appearance • Professional Etiquette • Emotional Intelligence in Executive Services • Developing Executive Presence                                                       |
| 1420 – 1430 | <b>Recap</b><br>Using this Course Overview, the Instructor(s) will Brief Participants about the Topics that were Discussed Today and Advise Them of the Topics to be Discussed Tomorrow                                                           |
| 1430        | Lunch & End of Day One                                                                                                                                                                                                                            |

#### **Day 2: Monday, 05<sup>th</sup> of October 2026**

|             |                                                                                                                                                          |
|-------------|----------------------------------------------------------------------------------------------------------------------------------------------------------|
| 0730 – 0830 | <b>Diplomatic &amp; Government Protocol</b><br>Diplomatic Ranks and Titles • National Protocol Systems • State Ceremonies • Diplomatic Immunity Overview |
| 0830 – 0930 | <b>Order of Precedence</b><br>Understanding Precedence • Seating Arrangements • Flag Protocol • Official Introductions                                   |
| 0930 – 0945 | Break                                                                                                                                                    |
| 0945 – 1100 | <b>Executive Office Administration</b><br>Office Workflow Management • Records and Document Control • Executive Filing Systems • Information Governance  |
| 1100 – 1215 | <b>Managing Executive Meetings</b><br>Meeting Preparation • Agenda Development • Minute Taking • Follow-Up and Action Tracking                           |

|             |                                                                                                                                                                                                |
|-------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| 1215 – 1230 | <i>Break</i>                                                                                                                                                                                   |
| 1230 – 1330 | <b>Business Etiquette</b><br><i>Professional Greetings • Business Dining Etiquette • Gift Protocol • Networking Etiquette</i>                                                                  |
| 1330 – 1420 | <b>International Cultural Awareness</b><br><i>Cultural Intelligence • Respecting Customs and Traditions • Religious and Social Considerations • International Business Practices</i>           |
| 1420 – 1430 | <b>Recap</b><br><i>Using this Course Overview, the Instructor(s) will Brief Participants about the Topics that were Discussed Today and Advise Them of the Topics to be Discussed Tomorrow</i> |
| 1430        | <i>Lunch &amp; End of Day Two</i>                                                                                                                                                              |

**Day 3: Tuesday, 06<sup>th</sup> of October 2026**

|             |                                                                                                                                                                                                |
|-------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| 0730 – 0830 | <b>VIP Management Principles</b><br><i>Understanding VIP Expectations • Guest Profiling • Privacy and Confidentiality • Personalized Service Delivery</i>                                      |
| 0830 – 0930 | <b>Official Visits &amp; Delegation Management</b><br><i>Visit Planning • Delegation Coordination • Protocol Checklists • Site Visit Preparation</i>                                           |
| 0930 – 0945 | <i>Break</i>                                                                                                                                                                                   |
| 0945 – 1100 | <b>Event Planning &amp; Protocol</b><br><i>Event Planning Process • Ceremony Planning • Protocol Sequencing • Event Risk Assessment</i>                                                        |
| 1100 – 1215 | <b>Hospitality &amp; Guest Relations</b><br><i>Reception Procedures • Hosting International Guests • Hospitality Standards • Complaint Handling</i>                                            |
| 1215 – 1230 | <i>Break</i>                                                                                                                                                                                   |
| 1230 – 1330 | <b>Travel &amp; Logistics Coordination</b><br><i>Executive Travel Planning • Airport Protocol • Accommodation Management • Transportation Coordination</i>                                     |
| 1330 – 1420 | <b>Security Awareness for Executive Services</b><br><i>Security Protocols • VIP Protection Awareness • Emergency Procedures • Coordination with Security Teams</i>                             |
| 1420 – 1430 | <b>Recap</b><br><i>Using this Course Overview, the Instructor(s) will Brief Participants about the Topics that were Discussed Today and Advise Them of the Topics to be Discussed Tomorrow</i> |
| 1430        | <i>Lunch &amp; End of Day Three</i>                                                                                                                                                            |

**Day 4: Wednesday, 07<sup>th</sup> of October 2026**

|             |                                                                                                                                                                   |
|-------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| 0730 – 0830 | <b>International Protocol Standards</b><br><i>UN Protocol Principles • Diplomatic Conventions • International Etiquette • Protocol Differences Across Regions</i> |
| 0830 – 0930 | <b>Ceremonial Protocol</b><br><i>Official Ceremonies • National Anthem Protocol • Flag Etiquette • Award and Recognition Ceremonies</i>                           |
| 0930 – 0945 | <i>Break</i>                                                                                                                                                      |
| 0945 – 1100 | <b>Executive Decision Support</b><br><i>Briefing Executives • Preparing Executive Reports • Research Techniques • Decision-Support Documentation</i>              |

|             |                                                                                                                                                                                                |
|-------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| 1100 – 1215 | <b>Crisis Management in Executive Offices</b><br><i>Crisis Communication • Business Continuity • Handling Sensitive Situations • Reputation Management</i>                                     |
| 1215 – 1230 | <i>Break</i>                                                                                                                                                                                   |
| 1230 – 1330 | <b>Digital Executive Services</b><br><i>Virtual Meeting Management • Digital Document Systems • Executive Technology Tools • Cybersecurity Awareness</i>                                       |
| 1330 – 1420 | <b>Leadership Skills for Executive Professionals</b><br><i>Leadership Styles • Influencing without Authority • Team Collaboration • Conflict Resolution</i>                                    |
| 1420 – 1430 | <b>Recap</b><br><i>Using this Course Overview, the Instructor(s) will Brief Participants about the Topics that were Discussed Today and Advise Them of the Topics to be Discussed Tomorrow</i> |
| 1430        | <i>Lunch &amp; End of Day Four</i>                                                                                                                                                             |

**Day 5: Thursday, 08<sup>th</sup> of October 2026**

|             |                                                                                                                                                                             |
|-------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| 0730 – 0830 | <b>Strategic Executive Office Management</b><br><i>Strategic Planning • Executive Performance Support • Resource Management • Continuous Improvement</i>                    |
| 0830 – 0930 | <b>High-Level Stakeholder Management</b><br><i>Government Stakeholders • Corporate Stakeholders • Diplomatic Stakeholders • Relationship Management</i>                     |
| 0930 – 0945 | <i>Break</i>                                                                                                                                                                |
| 0945 – 1100 | <b>Protocol Case Studies &amp; Best Practices</b><br><i>International Protocol Case Studies • Government Event Examples • Corporate Protocol Examples • Lessons Learned</i> |
| 1100 – 1215 | <b>Practical Protocol Simulations</b><br><i>VIP Arrival Simulation • Official Meeting Protocol • Formal Introductions • Executive Event Coordination</i>                    |
| 1215 – 1230 | <i>Break</i>                                                                                                                                                                |
| 1230 – 1345 | <b>Developing Standard Operating Procedures (SOPs)</b><br><i>Creating Protocol Manuals • Executive Office SOPs • Checklists and Templates • Quality Assurance</i>           |
| 1345 – 1400 | <b>Course Conclusion</b><br><i>Using this Course Overview, the Instructor(s) will Brief Participants about the Course Topics that were Covered During the Course</i>        |
| 1400 – 1415 | <b>POST-TEST</b>                                                                                                                                                            |
| 1415 – 1430 | <i>Presentation of Course Certificates</i>                                                                                                                                  |
| 1430        | <i>Lunch &amp; End of Course</i>                                                                                                                                            |

**Expected Learning Outcomes**

Upon successful completion of this course, participants will be able to:

- Apply international and corporate protocol principles confidently
- Manage executive offices using best practices in administration and governance
- Coordinate VIP visits, official events, and diplomatic engagements effectively.
- Demonstrate professional etiquette, executive communication, and cultural intelligence

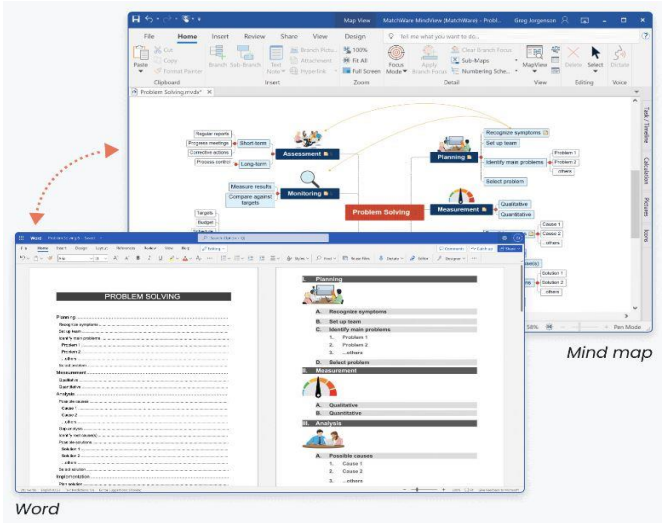




- Organize high-level meetings, ceremonies, and executive travel with precision.
- Develop protocol manuals, SOPs, and executive support systems that align with organizational and international standards

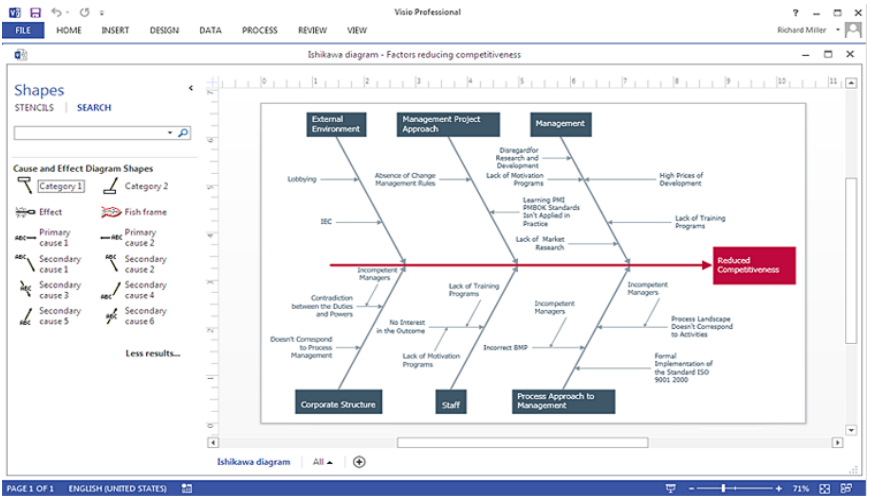
### **Software Tools Demonstration**

Practical sessions will be demonstrated through software tools during the course for delegates. Delegates will have an opportunity to understand the exercises using the “Mindview Software”, “Visio Software”, “ChatGPT” and “PMI Infinity”.



The screenshot displays the Mindview Software interface. The top window shows a mind map with nodes for 'Assessment', 'Planning', 'Monitoring', and 'Measurement'. The bottom window shows a word document titled 'PROBLEM SOLVING' with a list of steps: 1. Find the problem, 2. Set up team, 3. Identify the problem, 4. Plan, 5. Monitor, 6. Measure, 7. Report, 8. Improve. The word document is labeled 'Word' and the mind map is labeled 'Mind map'.

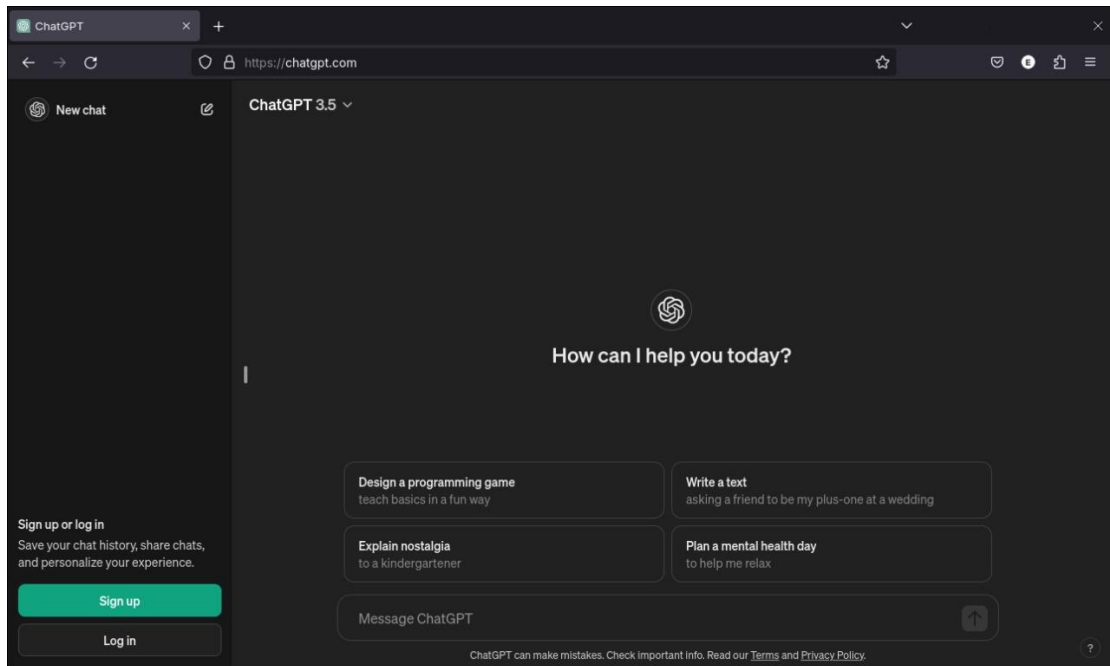
**Mindview Software**



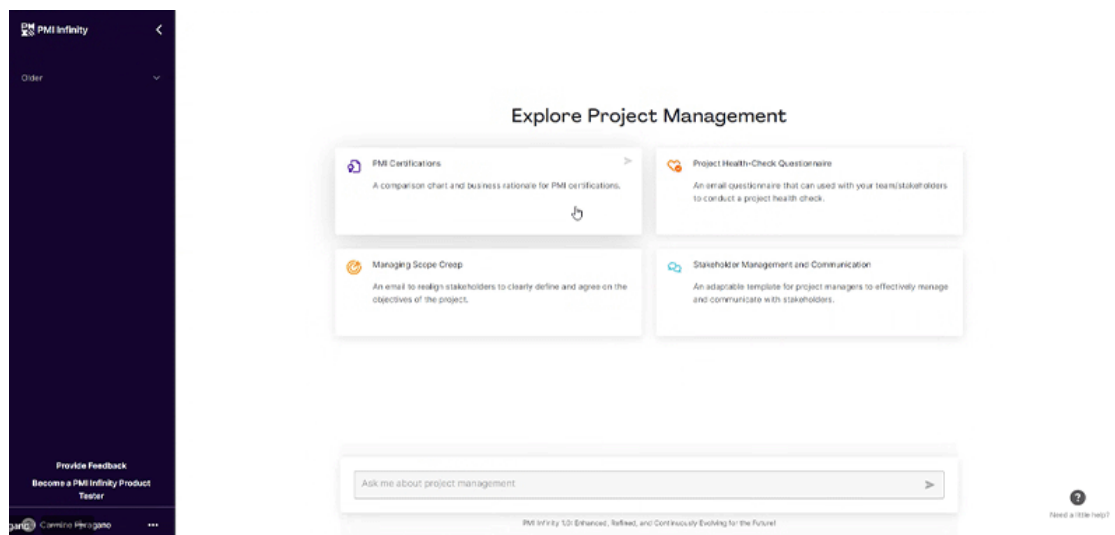
The screenshot displays the Visio Professional interface. The main window shows an Ishikawa diagram titled 'Ishikawa diagram - Factors reducing competitiveness'. The diagram has a central spine pointing to 'Reduced Competitiveness' and several boxes connected to it, including 'External Environment', 'Management Project Approach', 'Management', 'Corporate Structure', 'Staff', and 'Process Approach to Management'. The left sidebar shows 'Shapes' and 'Cause and Effect Diagram Shapes' with options for 'Category 1' and 'Category 2'. The bottom status bar shows 'PAGE 1 OF 1', 'ENGLISH (UNITED STATES)', and '71%'.

**Visio Software**





## ChatGPT Software



## PMI Infinity

### **Course Coordinator**

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