

# THE ESSENTIALS OF BUSINESS ETIQUETTE AND PROTOCOL

Kuala Lumpur - Malaysia  
21 - Sep 2026 - 25 - Sep 2026  
\$5,800

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TRAINING CENTER





## Introduction

In today's global business landscape, strong communication and proper etiquette are essential for building positive relationships and achieving success. Gentex Training Center's Essentials of Business Etiquette & Protocol course empowers you to become a polished and professional communicator. This comprehensive program equips you with the knowledge and skills to navigate diverse business settings with confidence, respect, and cultural awareness.

## The Essentials of Business Etiquette and Protocol Course Objectives:

- Understand the core principles of business etiquette and professional conduct.
- Develop strong communication skills for effective interactions in various business settings.
- Master proper greetings, introductions, and business card exchange techniques.
- Learn dining etiquette for business meals and social gatherings.
- Navigate professional attire guidelines for different occasions and company cultures.
- Understand cultural sensitivities and adapt your communication style accordingly.
- Develop strong email etiquette for clear and professional communication.
- Practice effective telephone communication skills for a positive first impression.
- Utilize proper meeting etiquette to participate and contribute effectively.
- Gain confidence in handling challenging communication situations.

## Course Methodology

- Engaging Lectures: Gain foundational knowledge through expert-led lectures on business etiquette principles, cultural awareness, and communication best practices.

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- Interactive Workshops: Apply your learnings through dynamic workshops that encourage role-playing scenarios, case studies, and group discussions.
- Skill-Building Activities: Hone your communication and interpersonal skills through interactive exercises and personalized feedback.
- Etiquette Dinners: Participate in simulated business meals to practice proper dining etiquette in a realistic setting.
- Action Planning: Develop a personalized action plan to implement your learnings and enhance your professional presence.

## Who Should Take This Course

- Individuals new to the workforce or transitioning into new roles.
- Professionals seeking to enhance their communication and interpersonal skills.
- Business travelers interacting with international colleagues or clients.
- Anyone who wants to project a polished and professional image.

## The Essentials of Business Etiquette and Protocol Course Outline:

### Day 1: Foundations of Business Etiquette & Professionalism

- Understanding the importance of business etiquette in today's workplace.
- Core principles of professional conduct and building strong relationships.
- Mastering first impressions: greetings, introductions, and business card exchange.

### Day 2: Communication Skills for Success



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- Developing clear, concise, and confident communication for various situations.
- Effective listening skills to build rapport and understanding.
- The art of professional conversation and small talk in business settings.

## Day 3: Business Dining Etiquette & Social Graces

- Navigating business meals with confidence: table manners, appropriate conversation topics, and cultural considerations.
- Understanding different dining styles and adapting your behavior accordingly.
- Utilizing proper etiquette for social gatherings and networking events.

## Day 4: Professional Image & Effective Communication Channels

- Selecting appropriate attire for various business occasions and company cultures.
- Mastering email etiquette for clear, concise, and professional communication.
- Effective telephone communication skills for a positive first impression.

## Day 5: Advanced Etiquette & Confidence Building

- Understanding cultural sensitivities and adapting communication styles in a global business environment.
- Handling challenging communication situations with grace and professionalism.
- Developing strong meeting etiquette to contribute effectively and project confidence.
- Building a personalized action plan to maintain a professional presence and communication excellence.



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## Conclusion

By successfully completing Gentex Training Center's Essentials of Business Etiquette & Protocol course, you'll graduate with the confidence and skills to navigate any business situation with ease and professionalism. You'll be equipped to communicate effectively, build strong relationships, and make a lasting positive impression on colleagues, clients, and business partners everywhere.

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