



THE PROTOCOL OFFICE

Corporate & Event Protocol and Etiquette
Consulting and Training



THE PROTOCOL OFFICE

The Protocol Office, a global management consulting firm, combines corporate protocol with protocol for events designed to provide clients a unique range of management consulting services and specialized training. These come from a multi-cultural perspective, fusing current protocol rules and procedures with the European and Middle Eastern traditions and customs of hospitality.

Among the first protocol firms in the region, The Protocol Office consulting services are designed for corporate entities, businesses, organizations as well as government agencies. The consulting services specifically focus on individuals working with protocol, meeting and events, conference management, hospitality and communications. It aims at supporting the development and growth of relations between individuals, organizations and countries.

The background image shows two men in traditional white Arab attire (thobes and ghutras) shaking hands. They are standing next to a white car, possibly a limousine, with its door open. The setting appears to be an urban area with modern buildings in the background. The overall tone is professional and formal.

OUR SERVICES CONSULTING

The Protocol Office provides consulting services on event-related protocol including venue protocol, ceremonies, flags and anthems, seating protocol for VIPs, executives and dignitaries, order of precedence and other related etiquette.

A blurred background image showing several business professionals in a meeting. In the foreground, the back of a man's head with dark hair is visible. Behind him, three other men are partially visible, looking towards the right. They are in a modern office setting with large windows in the background.

OUR SERVICES TRAINING

The Protocol Office is one of the first consulting firms in the region to offer training in virtual protocol and etiquette, at a time when corporate and government organizations and executives conduct business through virtual meetings and video conferences.

The Protocol Office offers flexible tailor-made training programs to suit the specific needs you and your organization may have.

The training programs consist of various modules that are combined and presented according to your priorities. All modules are interchangeable and easily adaptable in order to demonstrate the international standards of protocol as well as reflect the specific conditions and priorities of your organization or event.

PROTOCOL TRAINING PROGRAM SAMPLE

The training programs combine several modules and are based on your business and learning objectives.

An example of some of the modules includes:

- International Protocol
- Etiquette
- Correct Introductions
- Forms of Address
- Seating Protocol
- Order of Precedence
- Flags & Anthems
- Invitations
- The Protocol Officer / Liaison Officer / Visit Officer
- Opening & Closing Ceremonies
- Venue Protocol
- Airport Protocol
- Protocol Coordination Center
- Receiving and Escorting VIPs / Dignitaries
- Diplomatic Briefings & Government Relations
- Advance Teams / Security Officer
- Gifts
- Protocol & Hospitality
- Official Visits
- Meetings / Events / Receptions
- Domestic VIP and Dignitary Program vs. International VIP and Dignitary Program
- Protocol for Virtual Meetings & Events
- Media and Protocol

ABOUT US

The founders and principals of The Protocol Office, Dr. Andreja Wieser and Mr. Ghassan Hajjaj, both highly experienced professionals in the field of protocol and etiquette, have recognized the importance of protocol in building and managing successful and sustainable relationships across cultures. This is done both face-to-face as well as virtually, as made possible in these technologically changing times.

Together, they share a vision of empowering protocol professionals in corporate entities, businesses, organizations as well as government agencies to succeed through the use of protocol and etiquette in a way that balances contemporary behavior and manners with the traditional rules and ceremonies of protocol.



Dr. Andreja Wieser

Dr. Wieser, a specialized Protocol consultant, brings more than fifteen years of experience in the strategic development and management of international dignitary and VIP programs during mega events. The highlights of this career included senior positions at several Olympic and Paralympic Games around the world, FIFA World Cups and EXPO 2020 Dubai.

As Protocol Vice President for EXPO 2020 Dubai, in her daily work she gained deep insight into the protocol of the United Arab Emirates and understands how to blend the rich Arab heritage of hospitality with the European traditions of protocol and etiquette.



Mr. Ghassan Hajjaj

Mr. Hajjaj is an expert in protocol and etiquette, having lived in six countries, he has grown up and worked in multi-cultural environments and speaks eight languages. He is a highly experienced Dubai-based training facilitator and coach, with a long history of managing and creating training course materials for international protocol and business etiquette needs for global corporate entities as well as government organizations.

Mr. Hajjaj graduated from The Protocol School of Washington and was part of the team that trained new Protocol Officers for the U.A.E. Ministry of Presidential Affairs, the Emirates Diplomatic Academy and a number of governmental, educational and private organizations in the Middle East and Europe.

Values are at the heart of our culture

OUR VALUES

At The Protocol Office, we are:

Accountable

We own what we do.

Professional

We work with knowledge and expertise.

Willing

We are open to new ideas and challenges.

Passionate

We love what we do and are inspired by the people we work with.

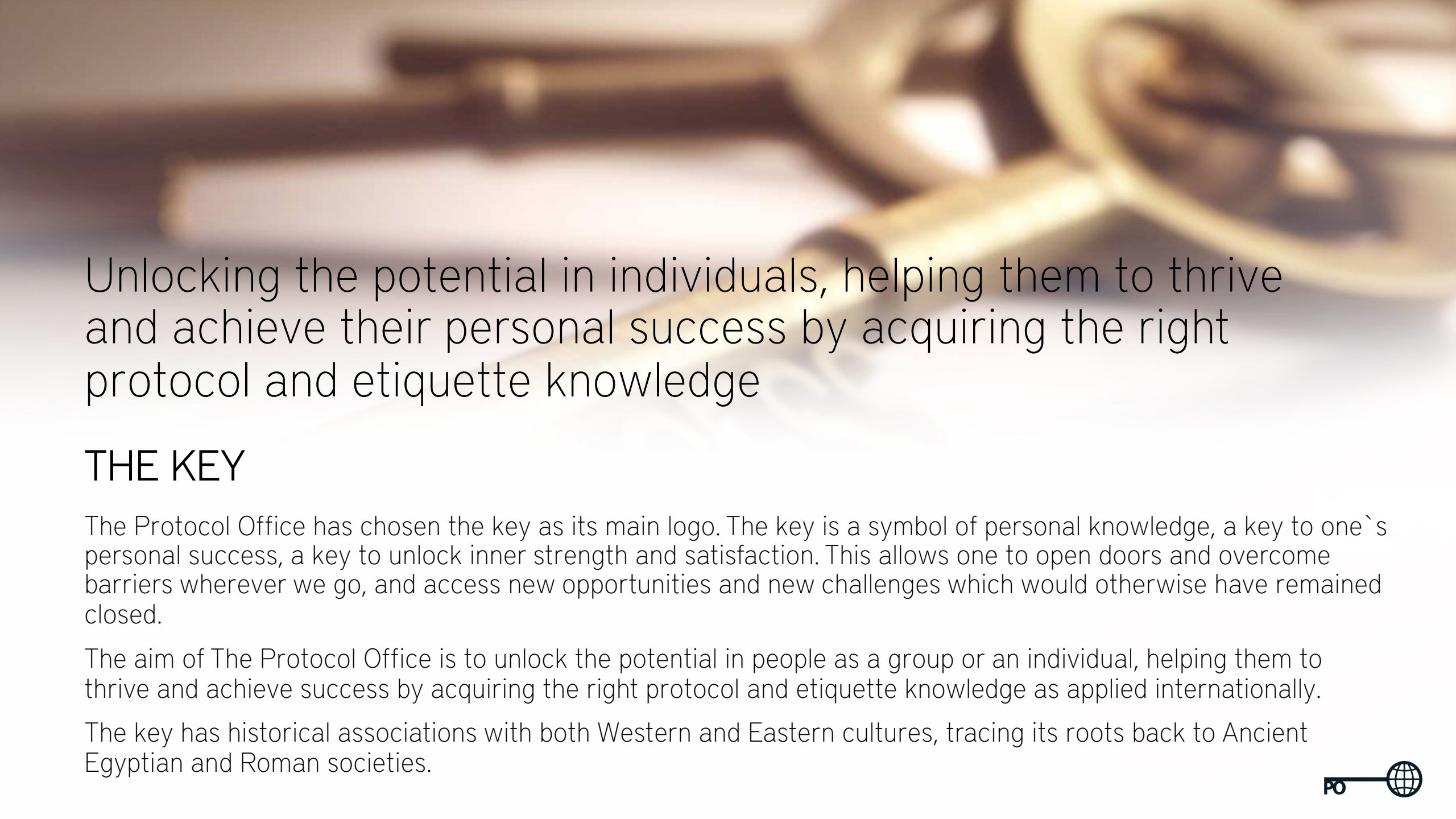
Transparent

We are honest, real, open. We work on trust.

Respectful

We believe in treating others like we would want to be treated ourselves.





Unlocking the potential in individuals, helping them to thrive and achieve their personal success by acquiring the right protocol and etiquette knowledge

THE KEY

The Protocol Office has chosen the key as its main logo. The key is a symbol of personal knowledge, a key to one's personal success, a key to unlock inner strength and satisfaction. This allows one to open doors and overcome barriers wherever we go, and access new opportunities and new challenges which would otherwise have remained closed.

The aim of The Protocol Office is to unlock the potential in people as a group or an individual, helping them to thrive and achieve success by acquiring the right protocol and etiquette knowledge as applied internationally.

The key has historical associations with both Western and Eastern cultures, tracing its roots back to Ancient Egyptian and Roman societies.



CONTACT

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