

**Acknowledging the Need for Skilled Protocol Managers, Protocol Department-Dubai  
Extends Patronage of PSOW®'s International Protocol Manager Training (IPMT)**

**\* Two IPMT Courses Kick Off 2012: Dubai Jan 16 to Jan 19 and Abu Dhabi (Headquarters of the Country's Protocol) Jan 23 to 26, 2012**

New York, NY – January 2012 – Kicking off the New Year, **The Protocol School of Washington®** <http://psow.edu>, global leader in **International Protocol Training**, is extending their collaboration with the government of the U.A.E by hosting the first IPMT in Abu Dhabi, the seat of the President of the U.A.E. Underscoring the need for businesses, organizations and governments to be proficient in international protocol, PSOW (the only accredited school of its kind in the U.S.) is holding two consecutive IPMT courses under the patronage of the **Protocol Department-Dubai** <http://protocol.dubai.ae> and in joint patronage with the **Crown Prince Court – Emirate of Abu Dhabi**.

According to Ms. Pamela Eyring, President of PSOW: “Following recently sold-out IPMT courses in the U.A.E., PSOW is honored that the **Protocol Department-Dubai** is extending the training of protocol managers with two courses in January 2012: Dubai, Jan 13-16, and Abu Dhabi, Jan 23-26. What began as a private meeting in 2008 between me and high-ranking Dubai officials has blossomed into a close collaborative effort aimed at providing professionals, in various fields, with the skills necessary to become trusted leaders and advisors.”

In making the announcement, Mr. Ahmad Ali Alzaabi, Assistant Director General of the Protocol Department- Dubai said, “The course is still attracting intense interest from various organizations and personalities in UAE and abroad. Running two consecutive courses in Dubai and Abu Dhabi gives us the opportunity to accommodate for a larger audience and to promote protocol education on a wider scale. We believe that Abu Dhabi is the best choice for our sixth course as it represents the headquarters of the country's protocol, and our joint patronage with the Crown Prince Court- Emirate of Abu Dhabi came about to provide all the needed facilities and expertise to further promote our common goal of elevating the protocol profession.”

## **U.S. and U.A. E. Collaboration Underscores Escalating Trend Toward Working Cross-Culturally and the Need for Diplomacy Among All Nations**

PSOW is securing a place for itself in the global marketplace as it keeps pace with a burgeoning cross-cultural world. The proliferation of PSOW courses in the U.A.E. (often wait-listed) is symbolic of today's global marketplace in which professionals must understand the customs, behaviors and nuances of different cultures in order to be successful. "The world has changed in the past decade and to maintain our position as the global leader in business etiquette and international protocol we needed to change with it. To that end, we have increased our alliances with overseas governments and will continue on that trajectory in 2012 and beyond," said Ms. Eyring.

PSOW's four-day training arms participants with the protocol skills and competencies required to manage events from international VIP occasions to intimate one-on-one meetings to elaborate black-tie galas. Attendees range from embassy personnel, to academic event and ceremony coordinators, to military officers, to hospitality and customer service managers, to private consultants.

Through expert instruction, guided exercises, coaching and interactive classroom case studies graduates become proficient in numerous areas including, but not limited to:

Etiquette & Social Intelligence

Business Entertaining

Titles & Forms of Address

Project Management

Logistics of Official Delegations & Visits, Conferences, Banquets, and Sessions

The Art of Gift Giving

International Flags, Anthems & Corporate Logos

Ceremonies

PSOW was the first company to offer business etiquette training and today it is the first and only nationally accredited business etiquette, image and international protocol school in the nation. It is the acknowledged global leader in its field with nearly 4,000 graduates from 58 countries. Renowned for its expert trainers who hail from The White House, the Disney Institute, The Hague, the military, international academia and corporate America, attendees come to PSOW in D.C. from as far away as Bulgaria, Canada, China, Great Britain, Ghana, India, Switzerland, and the West Indies

PSOW is owned by the former Chief of Protocol at Wright-Patterson Air Force Base, Ms. Pamela Eyring, the first civilian to hold the post. Ms. Eyring has planned and directed military, government, international and civic ceremonies, conferences, special events and Presidential visits and has worked with heads of state, four-star generals, and CEOs of Fortune 500 companies.

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