

**FOR IMMEDIATE RELEASE**

**The Protocol School of Washington® Launches 5th Annual  
“National Protocol Officers Week” Helping Those in Business,  
Government & Academia Build Better Global Relationships**

**PSOW Says More Than 50% of Clients Don’t Know How to Hold a Knife & Fork  
While Research Shows Need to Conduct Business While Dining, Especially Abroad**

New York, NY March 8, 2011 – The Protocol School of Washington®, [www.psow.edu](http://www.psow.edu), (global leader in business etiquette and protocol training since 1988) announced today the launch of the 5th Annual **“National Protocol Officers Week” March 28 – April 3, 2011**, spotlighting the need for those in business, the government and academia to polish their diplomacy skills in order to succeed in today’s global arena. “Whether you own a small business, represent a global conglomerate, work for the F.B.I. or come from academia, “it’s all about building strong, sound, long-term business relationships,” says PSOW President and Director Pamela Eyring, who quotes The International Tribune: “In China, social evenings are considered part of the business routine and while American’s will look at it as just a dinner, the Chinese will look at it as a very important event that is part of the negotiating process.” “Before you start negotiating, you have to nail the basics, and over half of those who attend our dining tutorial do not know how to hold a knife and fork, much less chopsticks – we simply have to do better than that,” adds Eyring.

A recent Careerbuilder.com finding makes a compelling case for the importance of good dining / entertaining skills noting: “The odds of making a social misstep increase when you travel abroad. U.S. workers making business trips to other countries often find themselves trying to put their best foot forward but instead end up stepping on the toes of their hosts. The dinner table is the perfect venue to commit a well-intentioned gaffe.”

## Cross-Cultural Intelligence Pop Quiz: Did You Know?

- Middle Easterners eat only with their right hand
- It is not uncommon in Brazil for dinner to begin at 10:00PM
- In China it is considered rude to finish all the food on your plate, signaling to the host you are still hungry. Tipping is insulting.
- In Germany punctuality and formality in business are crucial for success.
- Don't presume Canadians are exactly like Americans and don't make fun of accents.
- In India, Hindus don't eat beef. Muslims don't eat pork.
- In Japan, gestures are smaller, as are facial expressions. Smiling in business may not be well-received.

The first company to offer business etiquette training in 1988, today **PSOW is the only nationally accredited business etiquette, image and international protocol school in the nation**, and is the acknowledged leader in business etiquette and protocol training with over 3,000 graduates from 45 countries. Formerly the Chief of Protocol at Wright-Patterson Air Force Base in Ohio, Ms. Pamela Eyring has worked with heads of state, CEOs of the Fortune 500 and four-star generals. In 2009, Ms. Eyring expanded PSOW by taking the school overseas, holding courses in Dubai, Trinidad & Tobago, and Turkey. PSOW trainers hail from The White House, the Disney Institute, and corporate America.

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