



KERNDALE TRAINING

# DIPLOMATIC, PROTOCOL AND BUSINESS ETIQUETTE PROGRAMME FOR LOCAL GOVERNMENT



**20 – 22 Aug 2025**



**The Capital Hotel  
Sandton, Johannesburg**

**Book Now**



**+27 87 094 6177**



**Info@kerndale.co.za**



# DIPLOMATIC, PROTOCOL AND BUSINESS ETIQUETTE PROGRAMME FOR LOCAL GOVERNMENT

## Facilitator Profile

### CHRISTINE VAN HEERDEN

INTERNATIONAL PROTOCOL CONSULTANTS

International Protocol Consultants (IPC) was established by its founder and managing director, Christine van Heerden, an expert consultant and trainer in the field of International Protocol, Diplomacy and Business Etiquette. As a specialist in this field, Christine continues to successfully share her knowledge and experience both nationally and internationally, especially on the African Continent, Middle East (Aljazeera News Station) Europe (Belgium and Russia) as well as in collaboration with China. She has been consulting on international protocol, business etiquette, events and ceremonies on presidential and inter-governmental level as well as for the corporate environment in Africa. The expertise of Ms Van Heerden is acknowledged globally and as a result thereof, has been invited on several occasions by prime news channels as a subject expert.



Please visit her website [www.protocolconsult.com](http://www.protocolconsult.com) for a detailed account of her experiences.

## BOOK NOW



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[info@kerndale.co.za](mailto:info@kerndale.co.za)

CSD#: MAAA0891185

# THE COURSE CONTENT



## Day One: Introduction to Diplomacy

### Opening and Welcome Remarks:

- Objectives
- Overview of the programme
- Expectations of the delegates

### Fundamentals of Diplomacy:

- What is diplomacy?
- Discussion on concepts such as sovereignty, treaties and international law – where do they fit in?
- Different types of Governments in the global arena
- International and Regional Organisations – UN, AU, EU, SADEC, etc
- Local Government as an international role player

### Introduction to Protocol

- Definition of Protocol and Etiquette
- Importance of Protocol
- Youtube video : Importance of Protocol

Precedence (Seniority) on National, Provincial and Local Level  
Forms of Address – Written and Spoken, Cultural and Religious

- Practical exercises

### National Symbols:

- Flags and banners – seniority
- National Anthems and other symbols
- Display and Policy guidelines
- Do's and taboos

# THE COURSE CONTENT



## Day Two: Protocol (Continues)

### Dress Code and Social Etiquette:

- Interpretation on dress code from invitations
- International dress code
- Cultural and religious guidelines on dress code
- Social conduct at events – national and international
- Business etiquette – business cards, meetings, etc.
- Dining etiquette – a practical exercise – dealing with the do's and taboos

### Communication on Local Government Level:

- Official letters, invitations, documents
- Email and Whatsapp etiquette
- Role of social media in protocol and diplomacy
- Protocol documents such as Aide Memoire, Sequence of events, Briefing documents, etc.
- Dealing with interpreters and interpretations

### Gift Giving:

- Cultural guidelines on gifts
- Wrapping of gifts
- Sensitivities
- Record keeping

### Cultural Contexting:

- Cultural contexting
- How to work with cultures – sensitivities
- Religions
- Diet preferences of the different groups



# THE COURSE CONTENT



## Day Three: Protocol (Continues)

### Protocol in a Municipal Context:

- Aligning international protocol to local government
- Dealing with seniority at the municipality
- International visits – travelling and receiving – guidelines
- Receiving lines, Seating arrangements and official photographs
- Welcoming of investors to your area/city/town
- The role of the municipal protocol team
- Signing of agreements – MOU's and Twinning Agreements
- Hosting of national and international events at the municipality
- Liaison with Provincial and National Government

### Workshop Wrap-up

Review of key learnings and practical take-aways

- Developing actions plans for implementation of protocol at the workplace
- Final questions and discussion
- Feedback and evaluation of workshop

# DELEGATE REGISTRATION FORM

## DIPLOMATIC, PROTOCOL AND BUSINESS ETIQUETTE PROGRAMME FOR LOCAL GOVERNMENT

Date	Venue	Fees
20 – 22 August 2025	The Capital Hotel, Sandton	R8, 499

### DELEGATE REGISTRATION DETAILS

Company Name: .....  
Company Address: .....  
Post Code: ..... Country: .....  
Tel: ..... Fax: .....  
Authorising Signatory:  
Name (Mr/Mrs/Ms): .....  
Designation: .....  
Tel: ..... Fax: .....  
Email: .....  
Signature: .....

Please register the following delegates:

Delegate 1:  
Name (Mr/Mrs/Ms) .....  
Designation: .....  
Tel: ..... Fax: .....  
Email: .....

Delegate 2  
Name (Mr/Mrs/Ms) .....  
Designation: .....  
Tel: ..... Fax: .....  
Email: .....

Delegate 3  
Name (Mr/Mrs/Ms) .....  
Designation: .....  
Tel: ..... Fax: .....  
Email: .....

Delegate 4  
Name (Mr/Mrs/Ms) .....  
Designation: .....  
Tel: ..... Fax: .....  
Email: .....

Delegate 5  
Name (Mr/Mrs/Ms) .....  
Designation: .....  
Tel: ..... Fax: .....  
Email: .....

### Make Payment to:

Account holders: Kerndale Training and Development PTY LTD  
Bank: Standard Bank  
Account No. 10128635892  
Branch: Mall of the South Branch code: 051001  
Account Type: Business Cheque account

### TERMS AND CONDITIONS

For any cancellations received less than 7 working days before the date of the training course, the full fee will be payable and no refunds or credit vouchers will be given if a registered delegate does not cancel and fails to attend the training course, this will be treated as a cancellation and no refund or voucher will be issue.

#### Transfers

Transfer requests must be made in writing 7 days before the start of the event.

Please note that speakers and topics were confirmed at the time of publishing. Kerndale Training Cancellation and Postponement In the event that Kerndale Training cancels event, delegate payments at the date of cancellation will be credited to a future Kerndale Training event. In the event that Kerndale Training postpones an event, delegate payments at the postponement date will be credited towards the rescheduled date.

If the delegate is unable to attend the rescheduled event, the delegate will receive a credit voucher representing payments made towards a future Kerndale Training event. Kerndale Training shall assume no liability whatsoever in the event this conference is cancelled, rescheduled or postponed. For purposes of this clause, a fortuitous event shall include, but not be limited to fire, labour strike, extreme weather or other emergency. Please note that speakers and topics were confirmed at the time of publishing, however, circumstances beyond the control of the organisers may necessitate substitutions, alterations or cancellations of the speakers and/or topics. As such, Kerndale Training reserves the right to alter the advertised speakers and/or topics if necessary.

#### Kerndale Training Substitutions

Any substitutions or alterations will be updated on our web page as soon as possible.

Researched and organised by:



Kerndale Training



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