

Top 100 Reasons you need a Protocol Professional on staff

- 1 To brief principal and/or staff on visitors and events
- 2 Advise on how to appropriately accommodate people with special needs at your events or visiting your organization
- 3 Keep abreast of cultural considerations when giving gifts (i.e., don't give Japanese guests knives)
- 4 To provide tours to guests that showcase the organizations facilities and/or products**
- 5 Helps avoid dining snafus by training staff on proper dining etiquette
- 6 Serves as organization's ceremony planner – the person who can make your special event memorable by paying attention to such details as seating, how to address VIP's and helping ensure everyone on the agenda is treated with respect
- 7 Keeps record of all gifts received and given to avoid faux-pas like giving the same gift twice to the same client**
- 8 For arranging gun salutes
- 9 For arranging social functions at principal's residence
- 10 To coordinate with principal's spouse
- 11 For creating memorable and personal events (retirement ceremonies, funerals, etc.)
- 12 To assist in managing the organization's reputation in the community
- 13 To recruit and manage event volunteers**
- 14 Handles all aspects of high-level dignitary visits
- 15 Builds valuable relationships
- 16 Instills cultural empathy ensuring an organization is always represented at its best**
- 17 In-House resource to advise on seating, gifts and flags
- 18 To determine ceremonial flag placement
- 19 For gift and flower procurement
- 20 To coordinate ceremonial bands
- 21 Balances the four portrait areas of Heart, Head, Hands and Spirit**
- 22 Provides guidance for complex seating arrangements
- 23 Handles transportation details for VIP's; i.e., which seat the VIP will take
- 24 Arranges security detail for VIP visit before, during and after event
- 25 Coordinates with VIP's team on arrangements
- 26 Advise on the best seating arrangement to maximize interaction and accomplish meeting or event goals**
- 27 To adequately debrief all events and capture areas of improvement
- 28 Knowledge of military protocol on diplomacy, customs, courtesies and traditions avoid faux pas
- 29 Advises leadership team on extracurricular activities for spouse/companion of VIP
- 30 Briefs company/organization leadership and staff on all details of visit that should be considered
- 31 For arranging appropriate entertainment at events, ceremonies, etc.
- 32 Advise on the use of flags at your organization (i.e. outside of the building, at an event, in a meeting)**
- 33 Facilitates communication, cross-cultural respect and cooperation between individuals, co-workers, clients and cultures
- 34 To supervise award documentation
- 35 To supervise ceremony documentation (i.e. military retirement)
- 36 To produce event flyers
- 37 To write, update and distribute biographies
- 38 To develop event-appropriate menu
- 39 To arrange and coordinate parking
- 40 To create and maintain historical records of events, visits, gift exchanges
- 41 Because they act as a resource with knowledge of domestic/foreign social customs, military customs and current political events
- 42 To create and/or work within organizational budget for contractual activities**
- 43 To assemble welcome packets
- 44 Because they facilitate and resolve conflicts by understanding and interpreting policy and protocol standards
- 45 To brief Event and Visit Escorts, Ushers and other support staff
- 46 To communicate planning
- 47 To conduct pre-event walk-throughs to ensure logistical, security, catering, AV and protocol requirements are met
- 48 To coordinate audio-visual support
- 49 To coordinate catering
- 50 To ensure that their organization extends proper courtesies to all visitors
- 51 Because their work helps minimize costly organizational, (or perhaps State, Country or region) embarrassment**
- 52 To contribute to Public Relations
- 53 To ensure harmonious relationships with host organizations
- 54 To write correspondences such as letters to dignitaries
- 55 Because they work to maintain a high level of integrity for their organization
- 56 To determine and coordinate entertainment
- 57 To support the creation of strong ties and relationships
- 58 Pays attention to the details so your team can create an environment that is free of cross cultural distractions**
- 59 Makes sure you know the appropriate level of dress for an event
- 60 To act as advisor on graphic materials and photo opportunities
- 61 Navigates the complex cultural customs and practices
- 62 To manage conference room and meeting space schedules
- 63 For serving as subject matter expert for organization
- 64 To identify potential protocol problems and create resolutions prior to visit, event, meeting
- 65 To align protocol procedures in support of organization's mission
- 66 To assist in drafting of speeches
- 67 Makes sure that every detail speaks to the level of professionalism of your organization**
- 68 Researches key people attending an event so you know who you need to network with
- 69 To use their knowledge of emotional intelligence principles when working with internal and external clients
- 70 For arranging appropriate entertainment at events, ceremonies, etc.
- 71 To ensure the organizations events and activities are a sustainable model for the future
- 72 Arranges for culturally relevant sightseeing for guests
- 73 Creates timetables for events, so they are orchestrated in a graceful manner**
- 74 Serves as your brand ambassador insuring consistency internally and externally
- 75 To keep the media from highlighting errors
- 76 To advise in-house on etiquette and protocol for international travel
- 77 For creating proper event invitations
- 78 To create an environment which is welcoming to international guests
- 79 To establish organizational protocol standards
- 80 Because they pay attention to and execute the smallest details so others don't have to think about them
- 81 To make meeting arrangements
- 82 Act as a gift exchange expert and advisor
- 83 To maintain a gift log
- 84 To choose, purchase and wrap appropriate gifts
- 85 To advise wait staff on place settings and banquet set up
- 86 Orchestrates escorting of VIPs
- 87 To prepare country briefs for principal and other staff**
- 88 For arranging principal and delegation security
- 89 To position people for pictures and stage situations
- 90 To create a positive first impression for organization
- 91 To arrange entertainment and tours for visitors
- 92 Identify dietary preferences and restrictions for guests
- 93 Communicates important personal information with visitors' or hosts' protocol department (precedence list, disability, personal preferences, diet)**
- 94 For making tailored travel arrangements
- 95 Conducts research beforehand so you know what to expect before sitting at a dinner
- 96 Arranges appropriate entertainment for an event
- 97 Plans for parking
- 98 Secures visas, tickets and other necessary travel documents
- 99 Expert on proper use of Titles and Forms of Address
- 100 Because a protocol professional is a person that others look toward for partnership or leadership**

