

Dinners, Doors, and Deals

Why a High Standard of International Protocol Matters



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International Protocol



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DVD region code blocks British Prime Minister from enjoying Obama's gift

By Darren Murph  posted Mar 20th 2009 5:43AM



"Oh, bollocks." No, we can't definitively prove that Gordon Brown said that after witnessing a "Wrong Region" code when inserting a DVD given to him by Barack Obama, but we're sure something of the sort was uttered. You see, the ridiculous DVD region coding system recently prevented the British Prime

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FEATURES

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Barack Obama criticised for 'bowing' to King Abdullah of Saudi Arabia

President Barack Obama's overture to Muslims made in a speech in Turkey has been well received in the Arab world, but he has arrived home to a growing chorus of Right-wing disapproval for apparently bowing to King Abdullah of Saudi Arabia during last week's G20 summit.

By Alex Spillius in Washington
Published: 11:59PM BST 08 Apr 2009



The President of the United States Barack Obama greets King Abdullah of Saudi Arabia. Photo: Getty Images

The White House denied that the president bowed during a meeting on the

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Pictures of 2009: Obama



What is Protocol?

Definition

Main Entry: pro·to·col

Pronunciation: \prō-tə-kōl, -kōl, -käl, -kəl

Function: noun

Root: from Greek prōt- prot- + kollan to glue together, from kolla glue;

3 a: a code prescribing strict adherence to correct **precedence, courtesy and etiquette** in matters of **military, diplomatic, or official and celebratory ceremonies**. It is the set of conventions governing the treatment of specific people or established governmental hierarchy. It is the application of rank and precedence used when rendering courtesies, honors, and ceremony to certain persons or agencies for events having a defined agenda and sequence of events. More formally, it consists of the rules prescribing the etiquette accorded to ceremonies of state. In the military, it is the knowledge and application of established service customs.) <a breach of protocol>

Source: Merriam Webster Dictionary

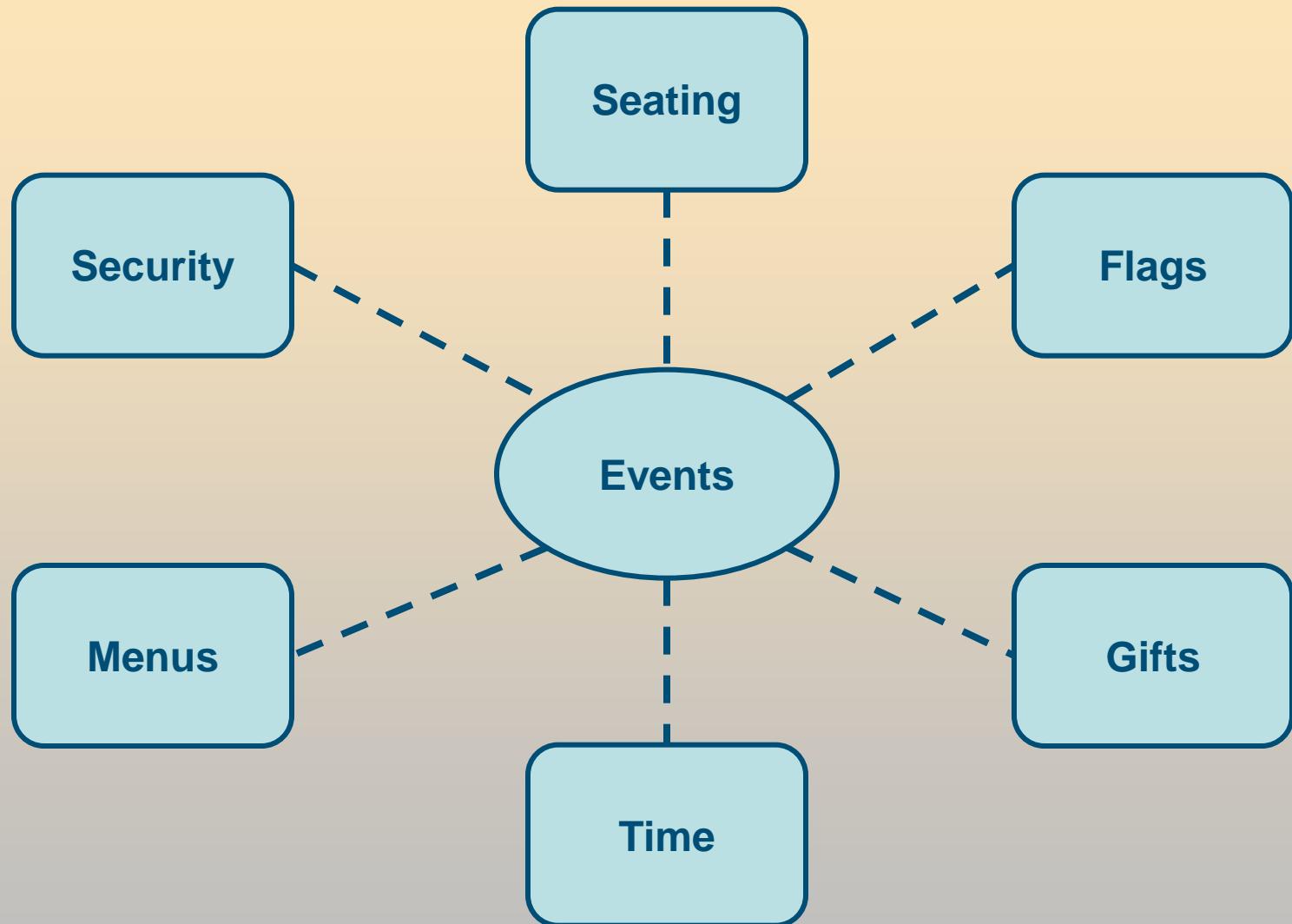
History

- During the Middle Ages, as groups or governments were conquered, traditions and operations of protocol were changed and defeated nations were forced to conform to the new power's traditions.
- Regional customs were often misunderstood or ignored, which lead to conflicts in negotiations and unintentional power struggles.
- Young officers began keeping detailed notes on protocol and meetings, in diaries, records, and journals; these became highly sought after and valued. Protocol knowledge became a sign of rank.

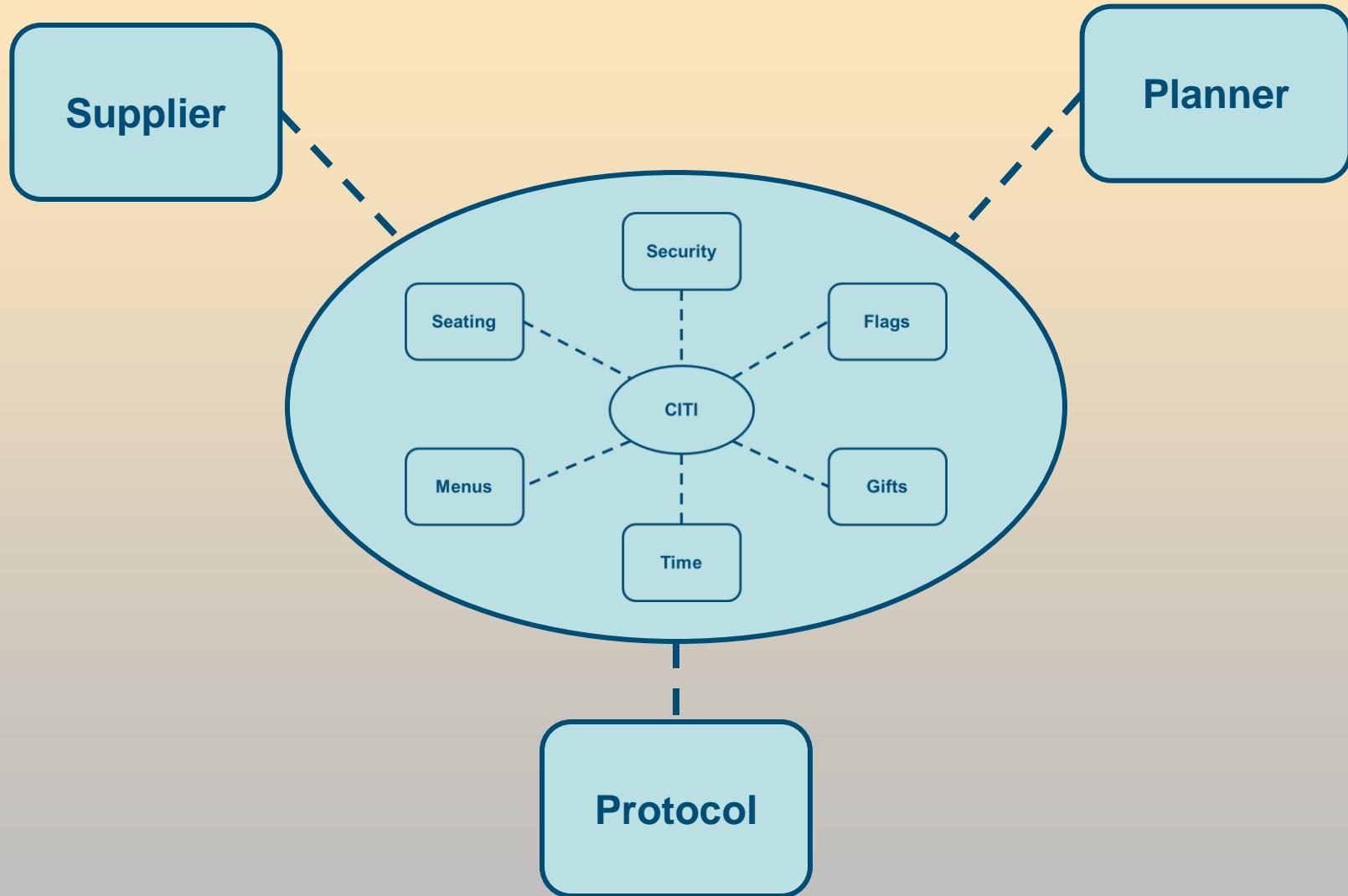
History

- Modern establishment of protocol traces its origin to the 1814-15 Congress of Vienna
 - Delegates discussed more than 700 items, ranging from rules of precedence to national flags and personal standards to proper behaviors at court
 - Breakthrough was a document that set forth common standards of international protocol
- Today, in this world of globalization and instant connections, those rules, procedures, and guidelines are equally – if not even more – relevant to ensure respect for the rights of individuals, groups, and nations.

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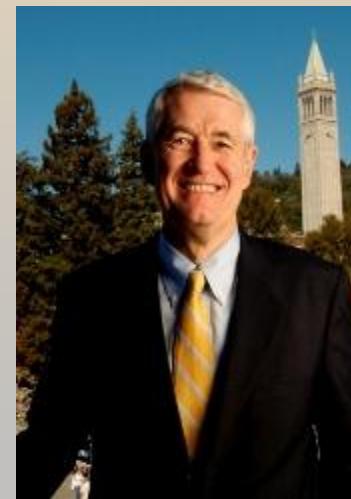
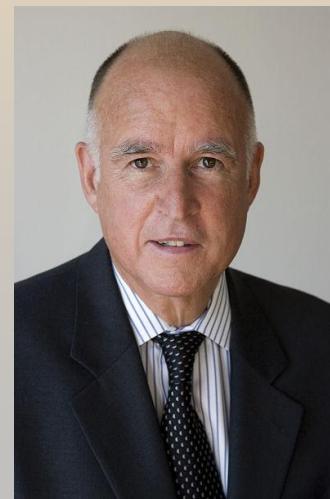


PRECEDENCE

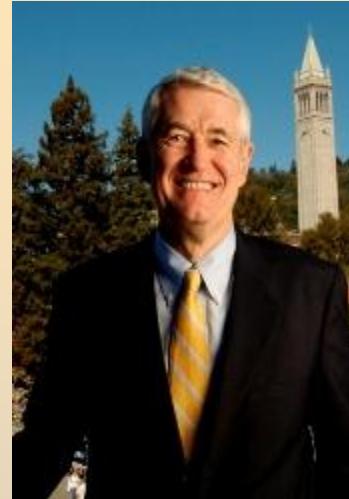
- Precedence is one the primary tools of respect.
- In the U.S., the Official Order of Precedence is maintained by the Office of the Chief of Protocol, U.S. Department of State.
- Each country, though, will have its own precedence list; when ranking foreign officials, ALWAYS check with the embassy, consulate, or advance officer.
- Note that **PEOPLE** have **DIFFERENT PRECEDENCE** than countries, political subdivisions and organizations.
- Precedence drives so many other things in protocol, including seating, gift giving, receiving lines, extended courtesies, etc.

Precedence Exercise

- International conference
- Location: The Fairmont Hotel, San Francisco
- Specific Event: Opening Reception
- In attendance:



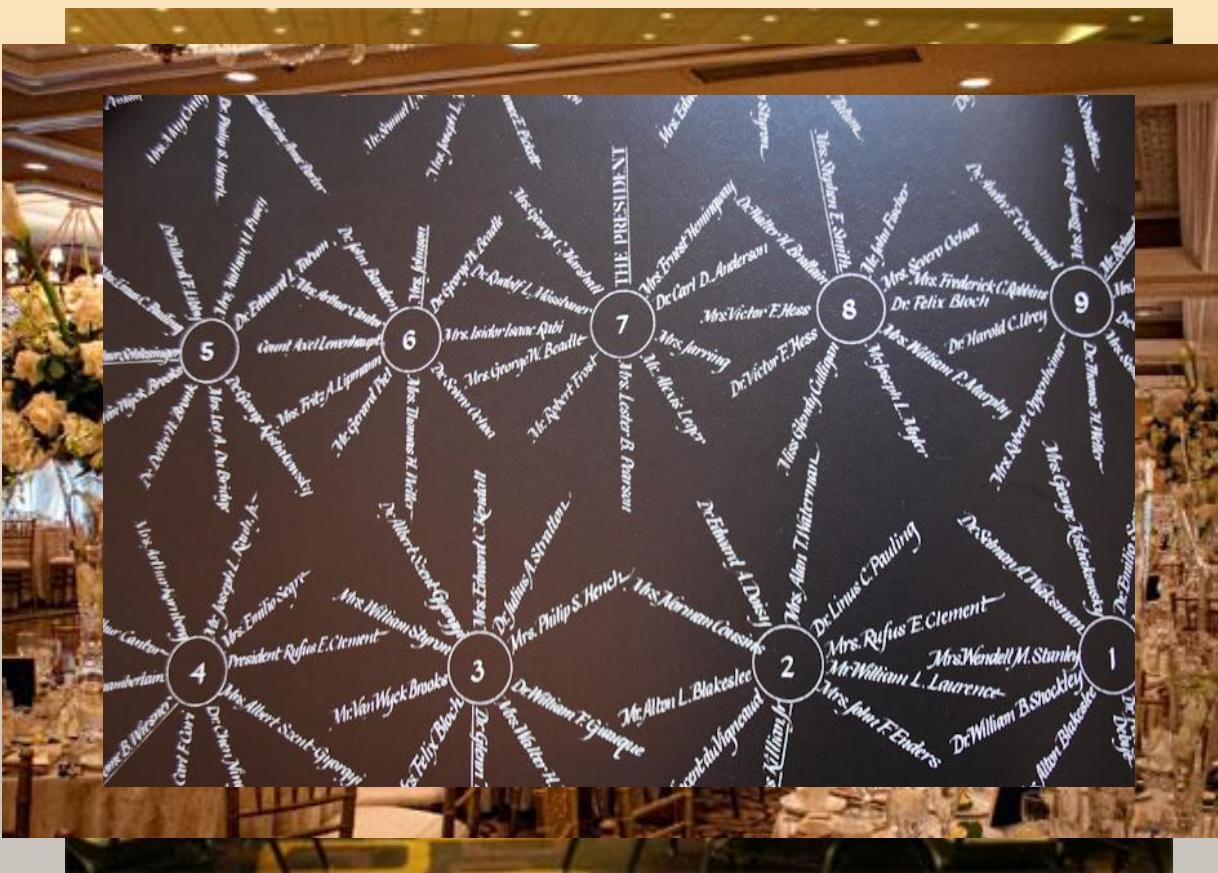
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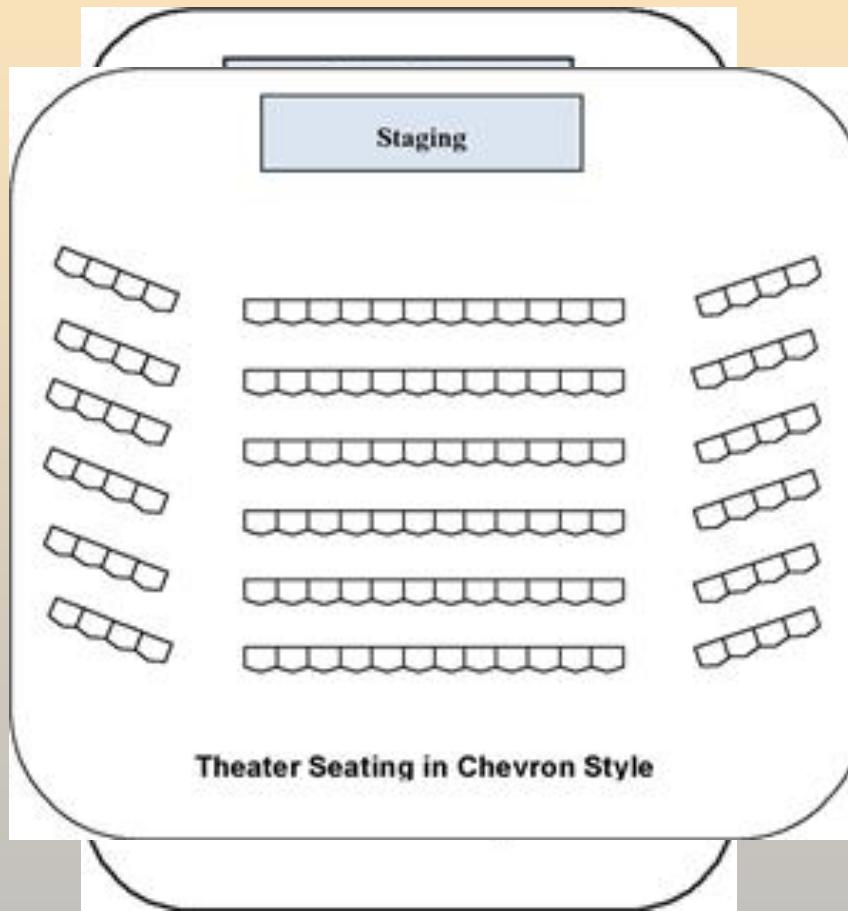
- The Honorable Jerry Brown, Governor of the State of California
 - *Only the President or the Vice President outrank a governor in his/her own state*
- The Honorable Stephen Harper, Prime Minister of Canada
 - *Head of Government of a Sovereign Nation*
- The Honorable Hillary Rodham Clinton, Secretary of State
 - *Highest ranking U.S. Cabinet Official in the Order of Precedence*
- The Honorable Diane Feinstein, U.S. Senator from California
- Dr. Robert Birgeneau, President, University of California, Berkeley

SEATING

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Considerations when Seating

- What is the PURPOSE of the event?
- Who is on the PRECEDENCE-RANKED guest list?
- Is there a common LANGUAGE?
- Can you ALTERNATE the sexes?
- Do you have a healthy MIX of guest types?
- Do you want to THEME the tables?
- How does the actual seating FLOOR PLAN look?
- Are the chairs COMFORTABLE?
- Can people SEE and HEAR?
- What TYPE seating will you use?

FLAGS

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- Keep in mind that flags follow an established order of precedence that may deviate from the order of precedence for people.
 - For an event hosted in San Francisco by the Governor of California, the Governor would rank first, but if his guest were a British royal, the British flag, as a national standard, would be given precedence over the State's flag.
- Always start with the rules for flag display in the *host* country.
- Always double-check that your display of any given flag does not disrespect that person, country, or entity.
- Ensure that flags receive equal treatment – equal poles/staffs, same finials, same size, indoor/outdoor, fringe, etc.

The Flag of the United States

Authoritative sources:

U.S. Code, Title 1, Chapter 1 (the flag itself)

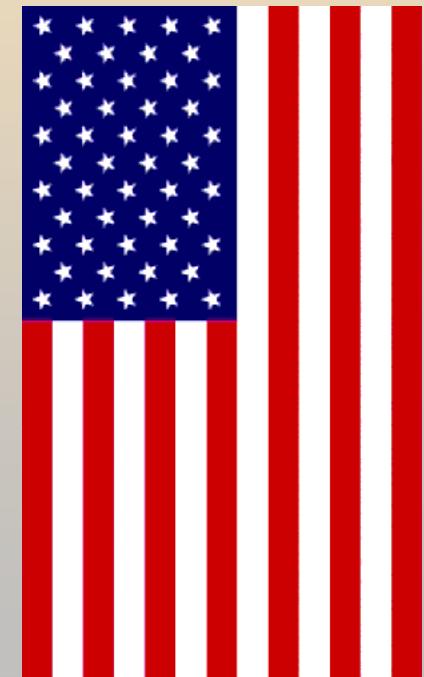
U.S. Code, Title 18, Chapter 33 (flag desecration)

U.S. Code, Title 36, Chapter 3 (patriotic observances)

Executive Orders

Presidential Proclamations

Easiest Display Reminder – STARS and STRIPES



In a flag display, no other flag may be positioned to the U.S. flag's own **RIGHT**; (think as if the U.S. flag were a person)

- In other words, when you look at the flags, nothing should be positioned to the **LEFT** of the U.S. flag
- Then the remainder of the flags should follow in **PRECEDENCE ORDER**

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When “equally sovereign” flags are displayed, the host nation flag receives the place of honor and the other “equals” should be displayed in alphabetical order, left to right, as you look at the array

- The same rules of display are in force when the flags are flown on poles
- However, in a situation where the U.S. flag is displayed in a grouping, it may be displayed in the center *as long as it is flown from a taller pole* and it is appropriate to do so

State and Territorial Flags

- State flags are ordered in the same precedence as the States themselves – in the order of admission into the Union
 - Therefore the State of Delaware’s flag would be displayed before the State of Alaska’s flag
- Flags do NOT follow “people precedence”
 - Thus if the Governor of Hawaii was present at the same event as the Lieutenant Governor of Maryland, Maryland’s flag would be displayed first in the order
- Flags of the Territories of the U.S. follow in the order in which they became National possessions:
 - The District of Columbia, the Commonwealth of Puerto Rico, the Virgin Islands, Guam, American Samoa, and the Northern Marianas

Other Flags

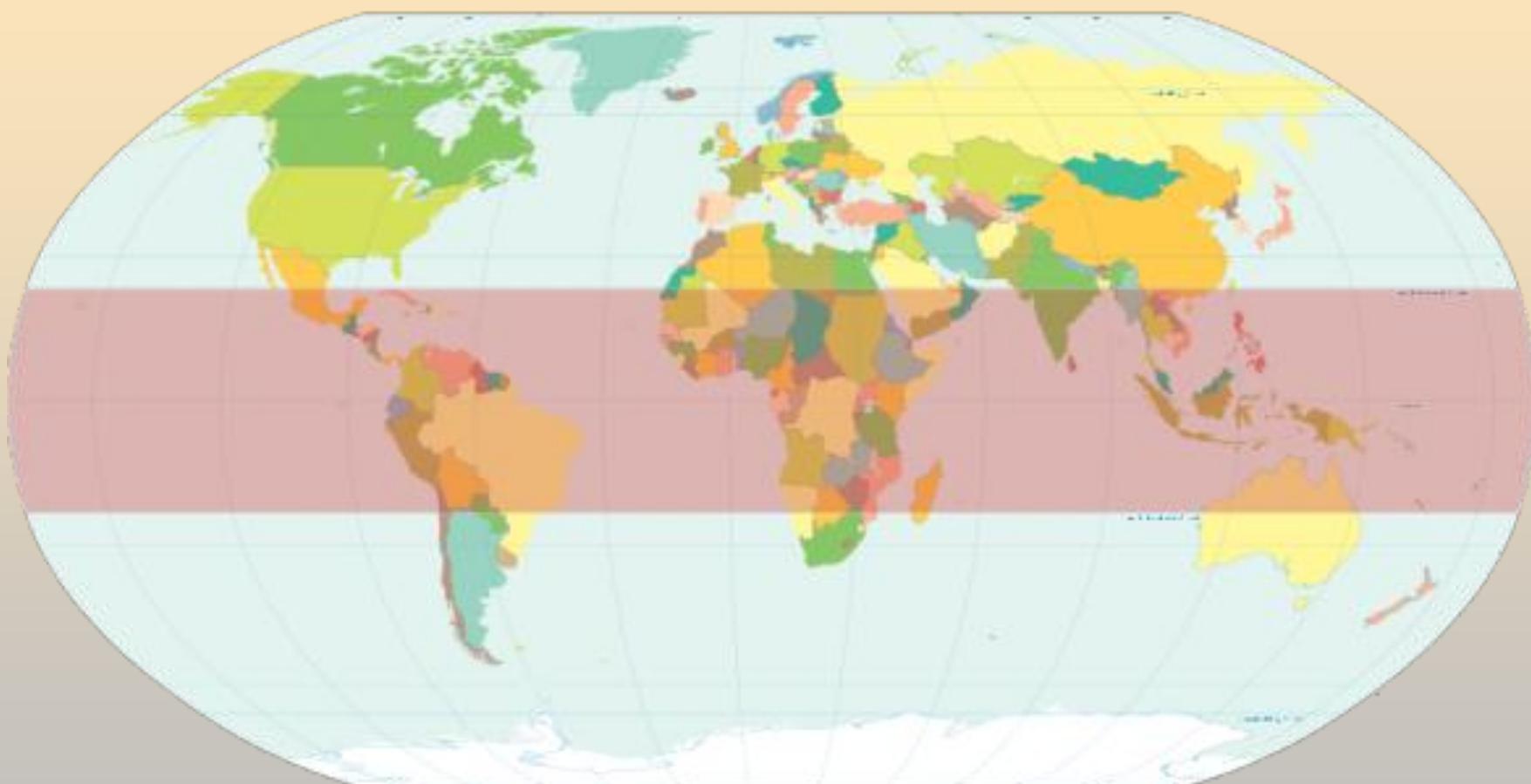
- After U.S. (and other sovereign national) and State flags are ordered in any display, all other flags, if used, must be ordered:
 - Local (other) governments – counties, cities, etc.
 - Organizational – business and non-governmental entities; divisions within larger secretariats (e.g., the IRS within Treasury), specific commands within the military branches
 - Positional – President, Vice President, Secretary of State, Service Secretaries, etc.
 - Personal – specific standards belonging to flag officers, religious leaders, or royalty
 - POW/MIA flag – no precedence exists, so it goes in a position subordinate to all other flags

FLAGS ARE NOT DECORATIONS!



TIME

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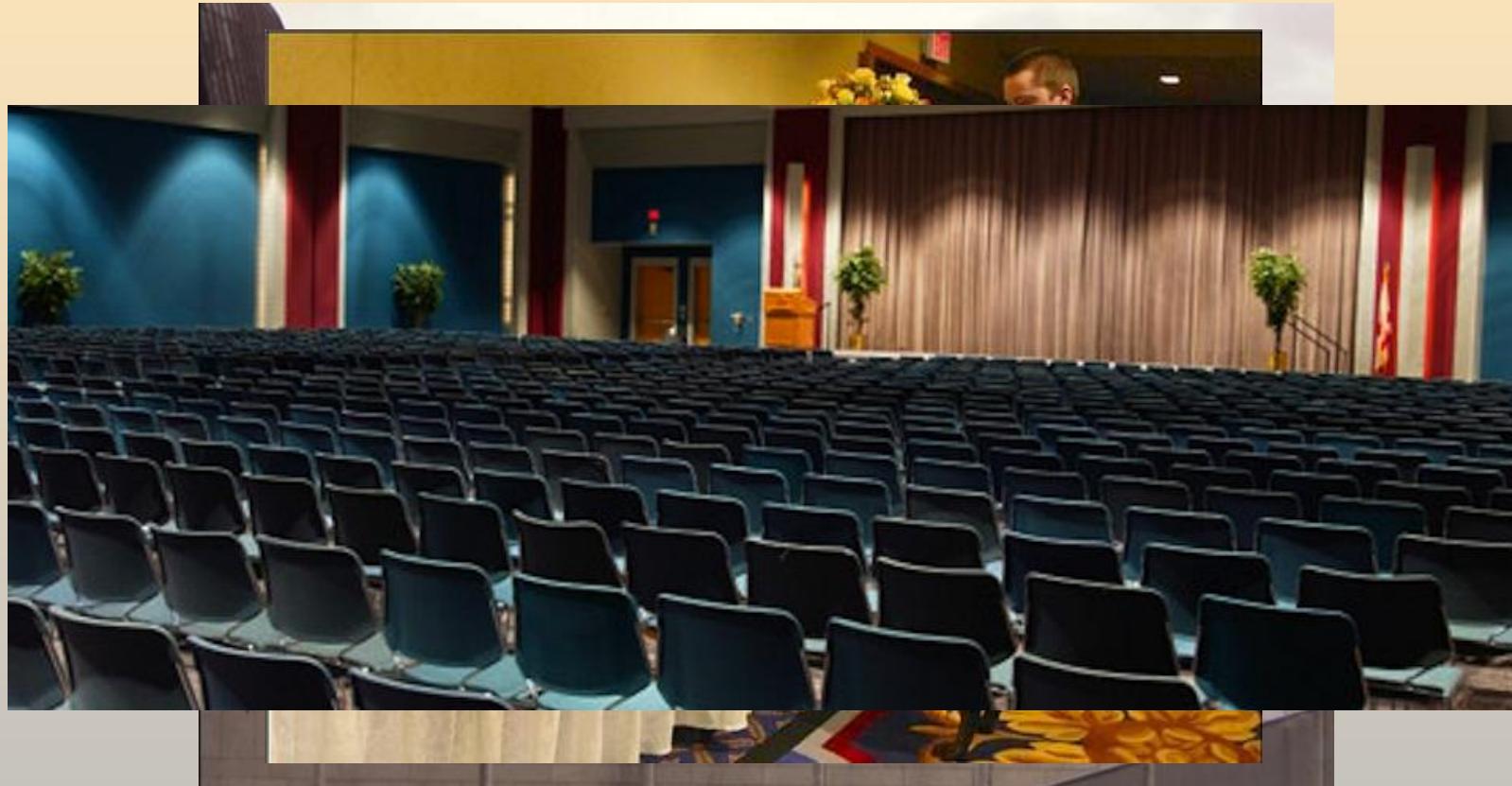
MENUS

When developing a menu for international guests...
...leave **nothing** to chance.

- Cultural and religious traditions
- Dietary restrictions
- Locally sourced and seasonal ingredients

SECURITY

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- Working with site security and law enforcement personnel is all about **finding common ground**
 - The ideal environment from a security standpoint is not always the ideal environment from a public relations or political standpoint



QUESTIONS

Chris Young



Chris Young is the Executive Director of The Protocol School of Washington®, the only nationally accredited business etiquette, image and international protocol school in the country. Formerly the Chief of Protocol and Director of International Affairs for the State of Georgia, Chris presents seminars and briefings to government executives, Fortune 500 companies, academia, and numerous associations.

In 2009 and 2010, Chris taught undergraduate courses in international business as an Adjunct Professor in the College of Management at the Georgia Institute of Technology. *Georgia Trend* magazine tapped him as one of the State's "40 Under 40," Georgia's forty rising stars and influential leaders under the age of forty in October 2010. Chris currently serves as President of Protocol & Diplomacy International – Protocol Officers Association, the nation's first official protocol professionals association.

Chris received his J.D. from the University of Georgia and his B.S. in History from the Georgia Institute of Technology. He also studied at Oxford University (Worcester College) in the Untied Kingdom.