

# THE DIPLOMATIC EXECUTIVE ASSISTANT

Analysing 2022 evolving trends:  
**The Ultimate Post Pandemic  
Persona**

24 - 26 May



2022

HILTON HOTEL SANDTON

Johannesburg



**THULANI  
MUNERENYU**

Protocol, Etiquette and  
Diplomacy expert



**MIKE LACEY SMITH**

Industrial Psychologist &  
Executive Life Coach



**TAMARA BOTHA**

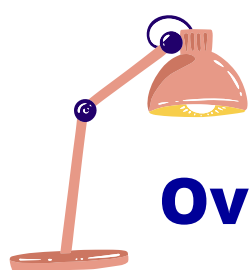
Industrial Psychologist &  
Executive Life Coach



**MICHELE THWAITS**

Personal Assistant Coach &  
Mentor - For Managing  
Virtual Executives

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## Overview

**THE LONG-TERM IMPACT OF THE PANDEMIC ON OUR WORK LIFE IS AN ENDURING CONVERSATION. RIGHT NOW, HOWEVER, IT'S CLEAR THAT EMPLOYERS' EXPECTATIONS OF EXECUTIVE ASSISTANTS (EAS) AND PERSONAL ASSISTANTS (PAS) ENGAGED IN DIPLOMATIC PROTOCOLS ARE CHANGING.**

Post Pandemic office professionals are struggling with an ever-increasing workload, in jobs considered among the most difficult, both in the private and public sectors. This unique masterclass has been specifically designed to equip you with current knowledge and competencies in the practice of this demanding profession, especially post pandemic and diplomatic environments. The focus is on practical skills, tools and techniques to improve productivity, build a winning team with management and peers, and maximize value to your organization. **The specific objectives of this unique experience are to help you:**

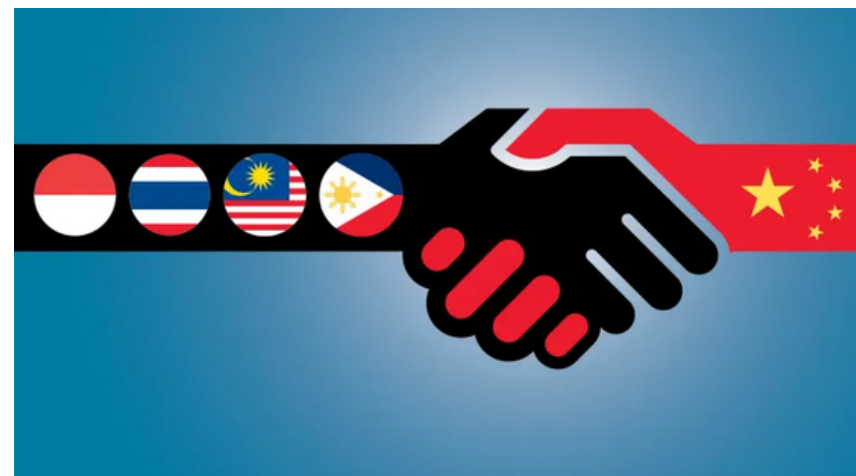
- Diplomacy and Statecraft
- Diplomatic Protocol - corporate and social
- Business and corporate etiquette
- Effective communication skills
- Professional grooming and deportment
- Introduction to public and international law
- International Relations
- Stress Management Techniques
- Leadership Skills
- Negotiation skills
- Working with difficult people
- Customer Care
- Event Management
- Media and Diplomacy
- Foreign Policy
- Professional Branding

The Institute of Business Executives  
Block M, Central Office Park  
400 16th Rd, Randjespark, Midrand, 1686

24 hr Hotline:  
+ 27 83 277 2711

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## Day 1 | diplomatic protocol



## Day 2 | Business etiquette & Skills



## Day 3 | Working with difficult people & stress management





# Day 2 | 24 May 2022

## Business etiquette & Skills

*Decoding Common Executive Assistant Job Descriptions: Key Responsibilities, Duties And Everything In Between*

### **SESSION ONE: BUSINESS WRITING ESSENTIALS THAT GIVE YOU AN EXTRA-POLISHED EDGE**

Your written words have a far more lasting impact than anything you could say or do. After all, written correspondence is virtually permanent! From e-mail to letters, your words need to carry impact and credibility. Tight, concise, error-free writing has never been easier to master. In this session, you will identify the most common writing errors that ruin credibility... get tips and techniques to immediately turn your writing around ... and learn how to put your “best face” on everything you write.

### **SESSION TWO: NEGOTIATION SKILLS**

You are in a negotiation whenever you ask for a salary increase, apply for a promotion, ask for extra time on a project or ask your teenager to be home from the party by a certain time. How successful you are depends on your negotiation skills. **This session will explore:**

- The seven key principles that will help you be a better negotiator - regardless of what you're negotiating.

### **SESSION THREE: TIME MANAGEMENT**

Time management is key to efficiency and effective job delivery. The need to manage time can never be less prioritized in this age of high competitive business environment. Deadlines have to be met. Delegates will learn how to deliver in the limited hours of work with an increasing workload on their desk.

**This session will explore:**

- The nature and value of productivity
- Valuing your time and assessing your time management strengths & weaknesses
- Removing the barriers to your productivity and overcoming the procrastination habit
- Managing tasks, projects, goals, ideas and priorities
- Resolving conflicts with multiple bosses and priorities
- Deadlines, time pressures and heavy workloads
- The power of personal decision management
- Understanding what you can control & what you can't control



**TAMARA BOTHA**

Professional Trainer &  
Executive Business Coach



**MICHELE THWAITS**

Personal Assistant Coach &  
Mentor - For Managing  
Virtual Executives



# Day 1 | 25 May 2022

## diplomatic protocol

### UNDERSTANDING THE WORLD OF DIPLOMACY

*This session covers how to navigate high-profile encounters with style. You will learn the written and unwritten rules of official protocol and business etiquette. Topics include all key conventions, rules, customs, norms and cross-cultural variations.*

Diplomatic protocol involves etiquette on a local and international scale. Today it is particularly important because it not only covers the ceremonial rules that are followed during official functions and how to behave on these special occasions, but it also provides a set of established rules of courteousness that are to be respected in society. This day is dedicated to the introduction of ceremonial aspect of protocol procedures, behavior of etiquette, rules of courteousness in society, and respect for precedence. It also helps business executives master the basics of etiquette and get a better understanding of multicultural manners.

### OUTCOMES

- Diplomacy and Statecraft
- Diplomatic Protocol - corporate and social
- Business and corporate etiquette
- Introduction to public and international law
- International Relations
- Foreign Policy

### OUTCOMES

- **Topic 1 – What Diplomacy is All About:** Historic evolution of diplomatic protocol; Vienna Convention (key provisions and basic principles); changes in diplomacy; practical differences between multilateral and bilateral diplomacy.
- **Topic 2 – Organising Visits:** Basic principles of organizing visits and associated events; devising a good programme; invitations; seating plans; speeches and statements – striking the right tone.
- **Topic 3 – Diplomatic entertaining:** Basic principles and objectives of diplomatic entertaining; organizing an official lunch/dinner/reception; formality – dress and 'tone'; placement for lunches/dinners.
- **Topic 4 – Protocol and etiquette in the UN Family:** principles of protocol and etiquette within the UN family; different organizational cultures and practice; areas for improvement.
- **Topic 5 – Networking and Contact-making:** Formal vs. informal; techniques to be friendly, authoritative and positive; thank you and follow-up letters; when/how to copy people in letters/emails; getting the right 'style/tone'; adding value by bringing people together.



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**Day 3 | 26 May 2022**

# **Working with difficult people & stress management**

## **SESSION ONE: BEATING STRESS AND WORKING WITH DIFFICULT PEOPLE**

Research shows that supportive relationships are good for our mental and physical health. However, dealing with chronically "difficult" people and maintaining ongoing negative work relationships can actually be detrimental to our health. The toll of the stress can affect us emotionally and physically. Because of this, it's a good idea whenever possible to manage difficult people.

The session provide tips for dealing with difficult people that you work with.

### **Stress Management**

- Understand that stress is a positive, unavoidable part of everybody's life
- Recognize the symptoms that tell you when you have chronic stress overload
- Identify those situations in your life that cause you the greatest stress
- Identify those actions which add to your stress
- Change the situations and actions that can be changed
- Deal better with situations and actions that can't be changed
- Create an action plan for work, home, and play to help reduce and manage stress

## **SESSION TWO: EVENT PLANNING MADE EASY AND FUN: MEETINGS, PARTIES AND MORE!**

Planning corporate events like meetings, retreats, parties and more can be overwhelming – especially if the responsibility just happens to fall into your lap. But, with just a little strategy and a dash of foolproof organization skills, this task can actually be the most fun you have at work! And, when you pull off a successful event, your praises are sung throughout the company! Attend this session and learn the basics – from planning to budgeting to finding the right vendors and more!

## **SESSION TWO: EFFECTIVE REPORT WRITING**

### **Systematic preparation/planning**

- Considering the purpose
- Considering the readers
- Considering the context

### **Logical structure**

- Structuring for logical flow
- Organising ideas
- Balance and emphasis
- Planning the content

### **Finishing techniques**

- Professional presentation
- Using a consistent format, style, layout
- Writing an executive summary



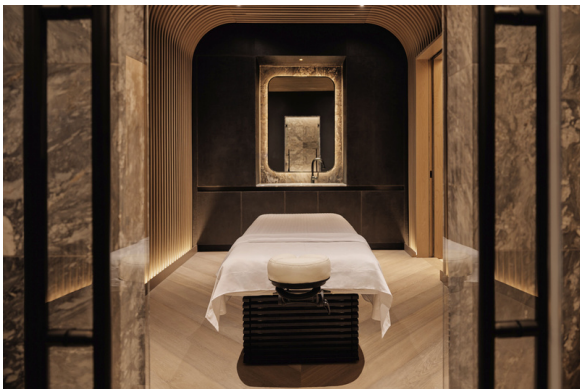
**MIKE LACEY SMITH**  
Industrial Psychologist &  
Executive Life Coach



**Day 3 | 14h30**

## **Delegate Networking Activity**

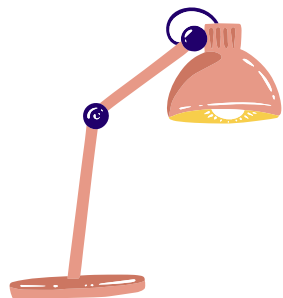
**YOU DESERVE THIS NATURE-INSPIRED MASSAGE,  
SKINCARE AND BEAUTY TREATMENT  
FOR ALL DELEGATES!**



Get a detox in the tranquil bushveld gardens for a wellness sanctuary which will revive your senses, rejuvenate your body and soothe your soul.

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**DELEGATE REGISTRATION FORM**  
**THE DIPLOMATIC EXECUTIVE ASSISTANT**  
**21 - 24 May 2022**  
**Hilton Hotel Sandton, Johannesburg**



**FILL IN YOUR DETAILS**

**Company Name:** .....  
**VAT Number:** .....  
**Business Postal Address:** .....  
.....  
.....  
**Accounts Payable Email:** .....  
**Tel:** .....  
**Fax:** .....  
**PURCHASE ORDER NUMBER:** .....

**Delegate 1 Contact Details:**

**Full Name:** .....  
**Designation:** .....  
  
Contact Number - Office: .....  
Contact Number - PA: .....  
Contact Number - Cell: .....  
Email: .....

**Delegate 2 Contact Details:**

**Full Name:** .....  
**Designation:** .....  
  
Contact Number - Office: .....  
Contact Number - PA: .....  
Contact Number - Cell: .....  
Email: .....

**Authorising Contact Person Details:**

**Full Name:** .....  
**Designation:** .....  
**Organisation:** .....

**Contact Number:** .....  
**Email:** .....

**Authorisation**

The signatory must be authorised to sign on behalf of the company.

I.....

acknowledge that I have read and understood the above terms and conditions and that I am authorised to sign on behalf of the company.

SIGNATURE:

..... Signed on.....

**Company Name:** Institute of Business Executives  
**Account Name:** Institute of Business Executives  
**Bank Name:** FNB  
**Branch Name:** Sandton  
**Branch Code:** 210835  
**Account Number:** 62912050143  
**Swift Code:** FIRZAJJ

24hr Hotline: +27 83 277 2711  
E: mediacy@businessexecutives.net | www.businessexecutives.net

**GROUP SPECIAL DISCOUNTS**

**20+ - 15%**

All group discounts must be confirmed in writing by the Institute of Business Executives

**COST PER DELEGATE - FULL CONFERENCE ACCESS**

**Delegates**

**ZAR 7999**

**Terms & Conditions**

Payment must be received prior to the event. Institute of Business Executives reserve the right to refuse admission if payment is not received. All bookings carry a 50% cancellation liability after 7 days of receipt of a signed registration form by Institute of Business Executives up to 7 days prior to the event date and a 100% cancellation liability thereafter. All cancellations must be received in writing by e-mail and confirmed by Institute of Business Executives.

NB: While every reasonable effort will be made to adhere to the advertising package. Institute of Business Executives reserves the right to change dates, sites or locations, or merge the seminar with another, as it deems necessary without penalty and in such situations no refunds, part refunds or alternative offers shall be made. In the event that Institute of Business Executives permanently cancels the seminar for any reason whatsoever, (including part not limited to any force majeure occurrence) and provided that the seminar is not postponed to a later date nor is merged with another, the client shall receive a credit note for the amount that the client has paid to such permanently cancelled seminar. No refunds, part refunds or alternative offers shall be made.

**DATA PROTECTION STATEMENT & PERSONALITY / IMAGE RIGHTS**

By filling out the registration form, the participant gives consent that The Institute of Business Executives can process the data provided within the framework of the conference and allow photographs to be made during the conference. This includes, unless registered participants object, all handling needed for the applicant's participation at the event and for the drafting of a list of participants which will be distributed at the conference, and placing photographs in the pictures gallery, in the newsletters or selecting some for articles on the conference in a journal or newspaper, or in any other web/printed publication.



**For any queries regarding registration, call me!**

I am here to ensure that your registration and delegate experience is next to none.

— **CAITLYN MAKANAKA**  
Head: Registration and  
Delegate Management  
Institute Of Business  
Executives