An Experts' Guide to International Protocol

Best Practice in Diplomatic and Corporate Relations

Although modern life grows increasingly casual, in many sectors, protocol still reigns supreme. An Expert's Guide to International Protocol offers an overview of its associated practices, including those found within the context of diplomatic relations and the business world. Focusing on a wide range of countries and cultures, the book covers topics like precedence, seating arrangements, flags, ceremonies, invitations, dress codes, gifts and honours, and the roles of the protocol officer, guest and host. Throughout, influential diplomatic, business, and cultural figures share their own experiences with protocols around the world, also throughout the COVID-19 pandemic.

BIOGRAPHY
Gilbert Monod de Froideville is Honorary Chamberlain and former Master of Ceremonies of Queen Beatrix of the Netherlands and Director of the consulting company Protocol International.

Mark Verheul is former Head of Protocol of the City of The Hague and founder of the training firm Mark Verheul – International Protocol & Strategic Networking.

"I think that the authors' intent for this book has great value and extends far beyond national borders. There are so many emerging nations that may still be searching for suitable forms of protocol like those so clearly expressed in this book. I therefore heartily recommend this volume to everyone working in an international corporate or diplomatic environment and any country looking for the best way to apply international protocol."
- Professor Jaap de Hoop Scheffer, former Secretary-General of NATO

"Absolutely agree with the authors: diplomacy has never been more important as we face this global challenge of the COVID-19 pandemic. And, as always, diplomacy and protocol will adapt and innovate to continue being the existential base requirement for international relations, and an essential ingredient in international collaboration and problem solving."
- Mr Stewart Wheeler, Chief of Protocol of Canada

To order this book visit www.aup.nl
Preface by His Royal Highness Prince Carlos de Bourbon de Parme

PROLOGUE

ACKNOWLEDGEMENTS

1. International Protocol
   Interview with Professor Jaap de Hoop Scheffer, former Secretary-General of NATO

2. Precedence
   'Protocol and the International Court of Justice' by Dame Rosalyn Higgins, DBE, QC, former President of the International Court of Justice in The Hague

3. Seating arrangements and order of processions
   'Protocol at the United Nations and at Think Tanks -- A Comparative Perspective' by Dr Abiodun Williams, President of The Hague Institute for Global Justice

4. Flag Protocol
   'A genuine experience, protocol in an international institution, the European Parliament' by Mr François Brunagel, former Head of Protocol of the European Parliament

5. Invitations and dress codes
   'Diplomatic language and formal language : a code with a double meaning' by Professor Olivier Arifon, Professor at the Université libre de Bruxelles in charge of the chair in communication

6. Gifts and honours
   'State visits' by His Excellency Mr José de Bouza Serrano, Ambassador of the Portugese Republic to the Netherlands

7. Ceremonies
   'Protocol at the Olympic Games' by Mr Andrea Miliccia, former Protocol Manager for the London 2012 Opening Ceremony
8. The protocol officer

'Protocol is a basic principle of professional success' by Mr Jean Paul Wijers, Managing Director and founder of the Protocolbureau, Institute of Protocol The Hague, and the Institute of Strategic Relationship Management

'Presidential Protocol' by Mr Lahoud Lahoud, Chief of Protocol at the Presidency of the Republic of Lebanon

9. Guest and host

Interview with Mr Martin van Pernis, former President of the Board of Siemens, the Netherlands

'Protocol and Dance' by Mr Samuel Wuersten, Artistic Director Holland Dance, Member of the Executive Board of Codarts Rotterdam

10. Protocol and stakeholder engagement during and after the covid-19 pandemic

AUTHORS' BIOGRAPHIES

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