What is protocol?

• From Greek words *protos* (first) and *kollos* (glue)

• “The customs and regulations dealing with diplomatic formality, precedence, and etiquette.”
General Cross-Cultural Communication

• Be patient

• Be understanding

• Be hospitable
Greetings and Introductions
Kiss, bow or shake hands?
Name tags
Mexico
Mr. Alfredo Maldonado Gomez

Mrs. Maria Teresa Gonzalez Serna -->
Maria Teresa Gonzalez de Maldonado
Maria Teresa Gonzalez Serna de Maldonado

United States

Mr. Alfredo Maldonado
Mrs. Maria Teresa Maldonado
Arabic names

Mohammed Bin Abdul Bin Talal Al-Said Al-Nazir

A full name may include all of these elements:

- Given Name (Mohammed)/Father’s Given Name (Abdul)/Paternal Grandfather’s Given Name (Talal)/Mother’s Surname (Said)/Father’s Surname (Nazir)
- Ibn or Bin means son of; Bint means daughter of
- The prefixes El- and Al- denote belonging to the family names they accompany
- “Mr. Al-Nazir”
Business cards

CONSULATE GENERAL OF THE PEOPLE'S REPUBLIC OF CHINA IN HOUSTON

HUA JINZHOU
Consul General

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Fax: (713) 521-3792
Website: www.chinahouston.org

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Houston, Texas 77006
Non-verbal communication
Resources

• Kiss, Bow, or Shake Hands: How to Do Business in Sixty Countries
• Honor and Respect: The Official Guide to Names, Titles & Forms of Address
• www.globalroadwarrior.com
Preparing for visit/mission

- Name + pronunciation
- Honorific: The Honorable, His/Her Excellency etc.
- What to use in conversation
- Notes on seating (the place of honor/the view)
- Background on relationship
- Cultural Notes
- Description of the gift (make sure it is appropriate)
- Bio and photo
Contact Information

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