

**Sister Cities International Conference Workshop**  
**St. Louis, Missouri**  
**July 26, 2003**  
**8:30 A.M. – 10:00 A.M.**



**International Protocol That Works !**  
***“Kiss, Bow or Shake Hands”***

Presented by  
**Jo Anna Edgerton, M.A.**  
**Director and Protocol Officer**  
Mayor’s International Affairs and Protocol Office  
Kansas City, Missouri

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**International Protocol That Works!**  
**Kiss, Bow or Shake Hands**  
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**WORKSHOP OUTLINE**

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- **SOME BASICS**  
“International Protocol”
- **CULTURAL CONSIDERATIONS**  
“Getting Through Customs”
- **PROTOCOL AND DIPLOMACY INTERNATIONAL (PDI)**  
“A New Organization”
- **A SURVIVAL KIT**  
“International Protocol and Cross Cultural Communications”



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**Definition of Protocol**

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- **Greek: “ the first glue”**  
(protos = first, kolla = glue)
- **Lord Chesterfield**
- **French: Pro to Kol**



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**3 R’s**

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- **RESEARCH**
- **RESPECT**
- **RELATIONSHIPS**



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## 5 Basic Protocol Areas

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- Names
- Language
- Food/clothes
- Gift Giving
- Gestures and Body Language



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## More Basics: International Protocol

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- Ideograph for Traditions  
= good manners (Chinese)
- Pragmatic Thinking
- Common Sense
- Good Manners



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## Thank You's

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Spanish	Grah-see-as
French	Mare-see
Portuguese	Ohb-ri-gah-toe
Italian	Grahtz-ee
German	Dahnk-ah
Mandarin	Shay-shay
Japanese	Arr-igah-toe
Cantonese	Doe-jay
Arabic	Shu-kran
Russian	Spa-see-bow
Scandinavian	Tak



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## Cultural Considerations

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- The other “customs barrier”
- How do you get through “customs”?
- Cross cultural communication
- Building relationships
- Avoiding blunders



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## AVOIDING INTERNATIONAL BLUNDERS

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- RESEARCH
- PLAN
- AVOID GESTURES
- LEARN



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## Cultural Context Scale

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### 3 PRINCIPLES:

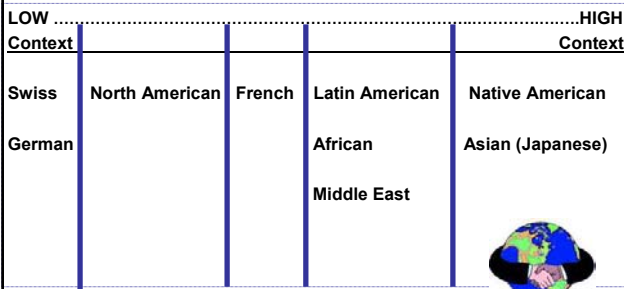
- INFORMATION
- TIME
- SPACE



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## Cultural Context Scale

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## PROTOCOL and DIPLOMACY INTERNATIONAL (PDI)

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- Founded October 2002 in Washington DC at the US Department of State's Intergovernmental Affairs and Protocol Officers Conference
- Next Conference in Ottawa, Sept. 23 – 25, 2003
- How can you get involved ?



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## **Protocol and Cross Cultural Survival Kit**

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- **HOW TO SURVIVE**
- **SOME IMPORTANT TIPS**