International Protocol & Diplomacy *Certification*

2026

Train The Trainer
Certification Programme

IEPA London

Contents

International Protocol and Diplomacy Certification.
Become a trusted advisor for planning and orchestrating VIP events, with a heightened acumen of intercultural values.

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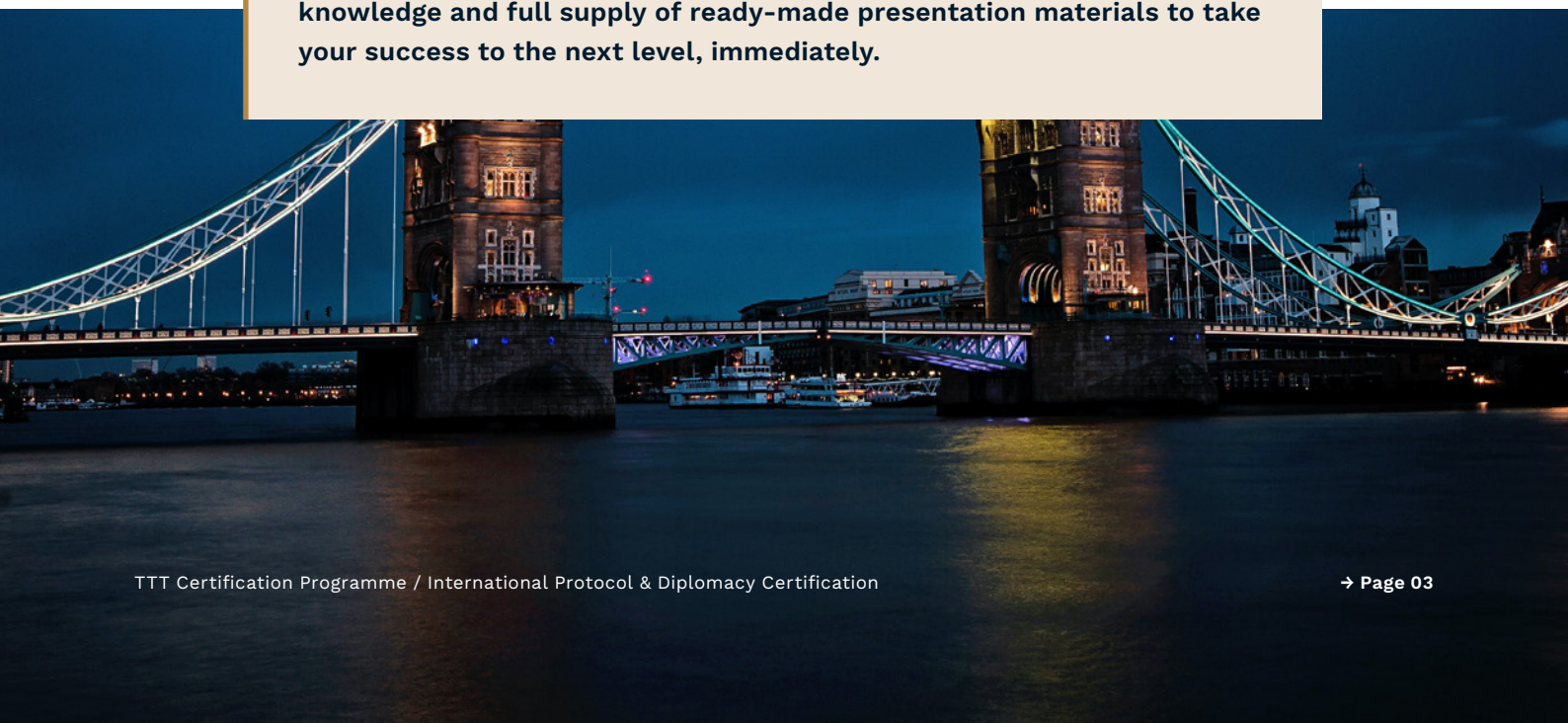
A World Leader

Protocol and Diplomacy training in London puts you in the heart of the United Kingdom, which is the world-leader in **blending traditional and contemporary protocol practices** to develop some of the most awe-inspiring pageantry along with the utmost in detailed ceremonies.

Minding Manners International/International Etiquette and Protocol Academy of London, is the longest established provider of Certified International Etiquette and Protocol Consultant training in Europe, with a network **spanning more than 80 countries:**

Angola • Antigua & Barbuda • Argentina • Australia • Azerbaijan • Bahamas • Bangladesh • Belgium • Bosnia & Herzegovina • Brazil • Bulgaria • Canada • China • Colombia • Croatia • Cyprus • Czech Republic • Dominican Republic • DR Congo • Ecuador • Egypt • France • Germany • Ghana • Guyana • Hong Kong • India • Indonesia • Iraq • Ireland • Israel • Italy • Japan • Jordan • Kazakhstan • Kenya • Kyrgyzstan • Kuwait • Laos • Lebanon • Macau • Malaysia • Malta • Mauritius • Mexico • Monaco • Montenegro • Morocco • Netherlands • New Zealand • Nepal • Netherlands • New Zealand • Nigeria • North Macedonia • Oman • Pakistan • Poland • Qatar • Romania • Russia • Saint Kitts & Nevis • Saudi Arabia • Serbia • Singapore • Slovakia • Slovenia • South Africa • South Korea • Spain • Sri Lanka • Switzerland • Taiwan • Thailand • Trinidad & Tobago • Turkey • Turkmenistan • Uganda • Ukraine • United Arab Emirates • United Kingdom • United States of America • Vietnam • Virgin Islands

Upon completion of your five-day training with us, you will have the knowledge and full supply of ready-made presentation materials to take your success to the next level, immediately.



What is Protocol?

According to Merriam-Webster's dictionary, it is a system of rules that explain the correct conduct and procedures to be followed in formal situations.

↘ What is diplomacy?

In general, it is the profession, activity, or skill of managing international relations. Such skills are vital to all forms of business, social, governmental, royal and private life in today's multicultural world.

After your training with us, you will be fully prepared to make an immediate start training and advising others as an independent consultant or working at a higher level within international organisations such as:

Embassies, Ministries of Foreign Affairs, NGOs, other governmental institutions or multinational corporations.

You will benefit from our **unsurpassed level of international savoir-faire** to help you develop an understanding, as well as practical tactics, for delivering the message of how to best combine the traditional rules of protocol alongside new codes of globalised formal behaviour.

> **With a full tool-kit of presentation materials, including our ready-to-use PowerPoint presentations, re-printable (and customisable) illustrated workbooks, training videos for inclusion in your presentations, trainer scripts, historical notes, resource books, case studies and royalty- free images you will have access to the most complete source of Train-The-Trainer protocol training materials available.**

As such, you will position yourself as knowledgeable, credible, cultured and authoritative in the shortest amount of time.

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Training Options and Dates

↘ When?

Group trainings are held twice per year, Monday through Friday:

- April 13 - 17, 2026
- October 19 - 23, 2026

Private sessions may be held at a mutually agreed time, throughout the year.

↘ Where?

Training takes place across from Kensington Palace at the elegant 5-star The Milestone Hotel. The multicultural dining tutorials take place at nearby acclaimed international restaurants.

↘ What is included?

You will be trained to present stand-alone courses on international protocol, diplomatic image, cross-cultural negotiation, Western dining (English, French and American), Asian dining (Chinese and Japanese) and Middle Eastern dining (Arabic). A protocol visit to the Houses of Parliament or a guided tutorial at Windsor Castle (subject to availability). You will receive the following materials:

- Ready-to-use PowerPoint presentations
- Re-printable (and customisable) illustrated workbooks
- Cultural guidelines for more than 100 countries
- Training videos to incorporate into your presentations
- Trainer scripts and background information (history notes and support materials)
- Resource books
- Case studies
- Royalty-free images for licensed use in your presentations

Five Day Training Overview

(Sample Agenda)

Day 1	• Protocol foundations • Protocol traditions and modern-day applications • Variations between monarchies and republics • Religious, multi-faith and cultural implications on protocol practices • Multicultural dining protocols • International orders of precedence • Titles and forms of address • Lunch tutorial: French dining protocols
Day 2	• Planning VIP receptions and ceremonies • Procedures for organising visits, meetings and conferences • Seating strategies, security and protection • Symbols, flags, logos and anthems • Diplomatic gift-giving and receiving • Lunch tutorial: English dining protocols

(Days 3-5 continued onto the next page)

Day 3	• Cultural diplomacy history and the concept of soft power • Influences of technological and societal changes on cultural diplomacy practices • Personal diplomacy and the art of leadership • Professional, diplomatic and ceremonial image (tutorial at Kensington Palace) • Multi-cultural dress codes and image management for formal events • Lunch tutorial: Asian dining protocols
Day 4	• Communication and networking (personal charisma, written and verbal practices) • Public speaking and verbal diplomacy skills • Media diplomacy and presentation to an international audience • Educational visit to Westminster Palace - the Houses of Parliament (the House of Commons and the House of Lords) or Windsor Castle • Lunch tutorial: Middle Eastern dining protocols
Day 5	• Negotiating across cultures • Presentations • Case study conclusions • Assessment exam • Royal tea ceremony • Graduation photos

For those who wish, you will receive online training to assist you with setting up your business, growing your business, strategically marketing your services and continuing your personal and professional development, including forms for setting up meetings and planning presentations, such as a MOU, Event Planning Checklist, Seminar Checklist, etc., as well as insights into finding clients, keeping records and navigating social media to enhance your professional brand.

Certification

We have developed our prestigious brand over the decades and value its strong reputation. Accordingly, we impart the fullest of our knowledge to our trainees, ensuring their success. **Certification allows you to share that knowledge in one of two ways:**

↘ Single Certification

The Single Certification applies individually to the person who is trained, with a validity of five years, renewable upon assessment.

You will become Certified as an International Social Etiquette Consultant and thereby licensed to present the applicable Minding Manners International programmes in your territory, use our copyrighted materials and promote the fact that you are Trained and Certified by Minding Manners International / International Etiquette and Protocol Academy of London.

You will become a member of the Minding Manners International Network.

↘ Exclusive Certification

The Exclusive Certification includes all the aforementioned benefits plus the exclusive right to present the licensed programmes within your territory, which means no other person could train to present the relevant programmes in your country/region.

The exclusive license is for up to three persons within one company and includes extended on-going training and support.

The Experience

International Protocol & Diplomacy

The Queen's Gallery at Buckingham Palace

Diplomatic gift exchange between the United Kingdom and Japan

Windsor Castle

Royal protocol & event planning

Japanese Dining Protocol

dining with chopsticks

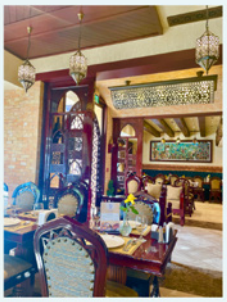
Table Setting Protocols

measured to perfection

International Protocol and Cultural Diplomacy

cross-cultural awareness

Arabic Dining Protocol



gracefully dining with your hands

Congratulations!

graduation

Requirements and Credentials

↘ Requirements

- Working knowledge of the English language is required.
- A minimum of 90% attendance is a mandatory component for completion.
- Daily reviews will be given to ensure all content has been fully understood. Participation in the reviews is compulsory as it will allow us to ascertain where additional personal support may be useful.

↘ Credentials

At the end of the programme, you will complete an assessment examination to ensure that all the principles and concepts are thoroughly understood.

Upon successful completion you will receive the designation of **Certified International Protocol and Diplomacy Consultant** and have the right to market yourself as a Minding Manners International Certified Consultant and/or as IEPAL Trained and Certified.

↘ Badges

Membership

Once your formal training has concluded, you will become a **Member of the Minding Manners International Network**. You will join a family of Certified Trainers representing more than 80 countries around the globe. This unique advantage will provide exclusive opportunities for you not only to continue to learn from us, but also to learn from others within our network, which in turn will provide you an opportunity to share your special knowledge with others.

Our network members receive lifetime* **ongoing support online** and have access to join our **exclusive Etiquette Retreat** in southwest France at our private 18th Century French Manor House set in five acres of gardens with a large swimming pool, tennis court, horse stables and pond.

* lifetime = the life of your valid license, which is renewable every five years

Our History

For more than twenty years we have been pioneering international etiquette and protocol programme development, training, consulting and certification. In 2003, Minding Manners launched in the heart of **Paris, France** on the Rue du Faubourg St. Honoré. As the first institution to bring back the tradition of the **European Finishing School**, only this time in a time-efficient, modular and contemporary format, numerous etiquette schools have followed our path. We are honoured to serve as inspiration for them and proud of our vision and commitment to being a benchmark.

In 2007, Minding Manners relocated to **London, England** and began working in partnership with the International Etiquette and Protocol Academy of London.

In 2015 Minding Manners became Minding Manners International, reflecting the true global reach of the brand.

In 2018, the International Etiquette and Protocol Academy of London acquired Minding Manners International as a Division, securing **market leadership as the world's most trusted etiquette and protocol training and certification provider** for International Protocol and Diplomacy with a network of Trained and Certified Consultants **in 80+ countries.**

In 2023, we announced the acquisition of an elegant 18th century manor house and estate in southwest France, between Bergerac and Bordeaux. Since 2024, this countryside paradise has become home to our residential French etiquette course The French Touch. As an etiquette retreat, it also welcomes our certification programmes in Business, Social and Youth etiquette. You are invited to follow us on Instagram.

https://instagram.com/lemanoirenfrance/

In 2025 we launched our LinkedIn Company Pages as a source of international etiquette, protocol and cultural fluency information. Join us there for insightful articles and updates.

https://www.linkedin.com/company/international-etiquette-and-protocol-academy-of-london/

https://www.linkedin.com/showcase/le-manoir-french-international-finishing-school-and-etiquette-retreat/

UKRLP UK Register of Learning Providers UKPRN: 10083203

PROVIDER OF TRAINING EXCELLENCE
PTE PROVIDER: T90018
2018 – 2026

Minding Manners INTERNATIONAL

CPD MEMBER The CPD Certification Service

The cpd Standards Office
The CPD Standards Office
CPD PROVIDER: 21850
2018 – 2026

Our Philosophy

Minding Manners International is a Member of the **CPD Certification Service**. The International Etiquette and Protocol Academy of London is an accredited **Provider of Training Excellence®** and is the the Training and Certifying body for independent consultants, enabling them to present the accredited materials of Minding Manners International.

We are trusted by European Aristocracy and Royal Families from around the world, but our philosophy is that everyone is a VIP and, as such, deserves a solid foundation in the principles of giving and commanding respect which becomes their passport to success across the world.

> **Our Certification programmes deliver this ethos, along with step-by-step instruction to aid our trainees to achieve the most in-depth, all-encompassing etiquette train-the-trainer education available anywhere in the world.**

↘ Company Vision

Our vision is to maximise global etiquette and protocol practices to bridge cultural barriers, and to empower others to change the world.

Our Team

Our Protocol and Diplomacy team has extensive experience in a variety of areas within protocol, diplomacy and European affairs. We hold advanced degrees in the fields of Protocol, Diplomacy, International Relations and Cross-cultural Affairs as well as credentials from the United Nations Institute of Training and Research.

Our lead tutors train for various international institutions in Paris, London, Geneva, Riyadh, Brussels, Warsaw and Los Angeles organising high level events, delegate participation, guidance and diplomacy camps for royalty, presidential corps, ministers and various other diplomatic teams.

Our combined experience ensures our delegates, governmental and private-sector clients receive the highest level of protocol and international etiquette knowledge available.

Tamiko Brown-Zablith
Founder and Managing Director

Stéphane Mery
Non-Executive Chairman

Magdalena Nowaczek
International Protocol Consultant

Diane Luquiser
Diplomacy and Public Affairs Specialist

Christine Pearce
International Etiquette Consultant

Barbara Askew
Royal Protocol Tutor

Sue King
Diplomacy and Culture Specialist

Alice DeVille
Communication and Performance Coach

OUR TEAM

Tamiko Brown-Zablith

Ms Tamiko Brown-Zablith is a Certified International Etiquette and Protocol Consultant with an Masters degree (Honours) in Protocol, Diplomacy and Cross-Cultural Relations.

She is the **Founder of Minding Manners International**, the Principal Consultant for the International Etiquette and Protocol Academy of London and serves as an Intercultural Management Advisor for numerous high-profile organisations.

A graduate from the University of Cambridge certificate programme in Intercultural Communication for Global Business, Tamiko is internationally renowned for transforming her clients into more successful individuals in all aspects of their lives by developing international business relations through cross-cultural intelligence.

She is a multi-lingual, multi-cultural accredited etiquette and protocol professional with unparalleled global relations experience in Europe, North America, the Middle East, Africa and Asia.

She has served a wide range of diplomatic clients from corporations and organizations including United Nations, European Commission, Embassy of the Peoples Republic of China, Embassy of Denmark, Botswana High Commission, KIT Royal Tropical Institute, United States Army, AFRICOM, Middle Eastern royalty, African diplomats, European aristocracy and global celebrities. She is **a full member of Protocol and Diplomacy International – Protocol Officers Association.**

From her first internship for a former American President in the Los Angeles based Office of Special Events, to her recognition in UN Protocol from the United Nations Institute for Training and Research, Tamiko also capitalises on a 20-year international

With a lifelong passion for intercultural communication, she has studied international etiquette and protocol in Paris, Geneva, London, Brussels, Washington DC and Shanghai, bringing 30 years of international etiquette experience to her delegates.

Having lived in Paris for ten years, Tamiko became recognised in France as Madame Bonnes Manières and the national reference for contemporary international etiquette. In England, her etiquette programmes earned a place on British Vogue's Vogue List. Additionally, she was recognised at **Buckingham Palace** by CNN as an International Etiquette Expert for the wedding of HRH Prince William and Miss Catherine Middleton and was selected to volunteer at **Kensington Palace/Historic Royal Palaces.**

Her unique training and experience bring the most credible first-hand expertise, along with a unique, diverse perspective assuring you the most international, credible and compelling protocol training available.

↘ LinkedIn
https://www.linkedin.com/in/tamikobrownzablith/

OUR TEAM

Stéphane Mery

Dr Stéphane Mery is our Non-Executive Chairman.

With a doctorate in Veterinary Medicine and an **MBA from INSEAD**, Stephane is an expert in global business set-up and development, as well as investment and venture capital spanning healthcare to education.

His strategic guidance and international commercial wisdom set the foundation for the optional Business Segment of our Train-The-Trainer programmes, providing information to help trainees successfully set up their business so that they may competitively enter the market with immediacy, focus and a compelling strategic game-plan.

OUR TEAM

Magdalena Nowaczek

Ms Magdalena Nowaczek is a Certified Diplomatic Protocol and International Business Etiquette Consultant and our Protocol Communications Manager.

She holds credentials from the European Academy of Diplomacy and the United Nations Institute of Training and Research, as well as **dual MA's in International Relations and Interdisciplinary American Studies.**

Magdalena's expertise includes execution of professional training projects in the area of diplomatic protocol and business etiquette for more than 300 officials, including members of the **Polish Presidential Corps for the Council of the European Union.**

Magdalena's passion derives from long-term involvement in hands-on aspects of protocol whilst organising and participating in a vast array of international and national events on foreign affairs, diplomacy, leadership and democracy. She currently trains in the UK, France and the Middle East, and is delighted to share her expertise with you.

OUR TEAM

Diane Luquiser

Ms Diane Luquiser is our Diplomacy and Public Affairs Specialist.

Having received the title **“Knight of the Order of Social Merit of Belgium”** (Chevalier de l’Ordre du Mérite Social de Belgique), paired with being an insider of the European Commission in Brussels, Diane brings more than 20 years of experience in Diplomacy and Public Affairs to our Protocol and Diplomacy Certification delegates.

Diane is the Founder of an international network of senior consultants, with a specific expertise in working within EU institutions and high-level events planning.

She is active in multiple NGOs, works with top tier influencers and various members of the Royal Family of Belgium. She holds credentials as an accredited journalist and outside of the professional scope of her duties, she dedicates time to running a charity Cocoa for Haiti

OUR TEAM

Christine Pearce

Ms Christine Pearce is a Certified International Etiquette Consultant and Image Coach.

With more than 30 years of experience in worldwide culture and in the fine arts sector, Christine was born and raised in south-east England with a very traditional English upbringing. She attended a formal Grammar School of exacting standards which provided a base for the detail-orientation necessary for her role in etiquette and protocol training.

Her years spent working in London's financial arena, as well as four years spent living in the Middle East, all contribute to her well-rounded approach and understanding of the importance of integrity and diplomacy in our everyday lives. Delivering programmes in London and overseas, our clients value her passion for and depth of understanding of the subject, her polished style of presentation and her attention to the cultural sensitivities of every client she works with. In today's multi-cultural world, it is her belief that we all need to equip ourselves with the appropriate spoken, written and presentation skills to feel comfortable in any situation in any country and, as one of her specialties, Christine brings every programme to life with a balance of detailed information and insights gained over the years to ensure that all delegates leave the training with a heightened sense of self-confidence.

OUR TEAM

Barbara Askew

Ms Barbara Askew is our Royal Protocol tutor and acclaimed expert on the official royal residence of Windsor Castle, the largest and oldest occupied castle in the world.

Barbara is an acknowledged expert on Windsor Castle, the residential home of HM King Charles III, for which she has been the Blue Badge Guides' Site Liaison Representative for more than 30 years.

As the only Blue Badge Guide to be invited to the weddings of both HRH Prince Harry and HRH Princess Eugenie, Barbara's historical and royalty-themed protocol tutorial at Windsor Castle is unrivalled.

OUR TEAM

Sue King

Ms Sue King is our Diplomacy and Culture Specialist. Born a Londoner, with Scottish and Irish roots, Sue has travelled and lived around the world.

Passionate about Art, Architecture, Literature and History, she is a distinguished British Blue Badge Guide and holds a Master of Philosophy degree in Art History, specialising in Victorian art and 20th century American art.

From a family of 'men in uniform', and with a personal interest in Military history, Sue’s background in international etiquette, protocol and diplomacy bring an unparalleled angel to our exclusive tutorials at Kensington Palace.

OUR TEAM

Alice DeVille

Ms Alice DeVille is a highly experienced communication and performance coach, vocal technique expert and performer.

Specialising in voice coaching; effective communication coaching; interview technique; received pronunciation, and classical singing teaching, she has a Masters in Vocal Studies from the Guildhall School of Music and Drama and has performed widely as an opera singer across the UK and Europe, including at Glyndebourne, Wigmore Hall and the Royal Albert Hall.

Alice's coaching draws on her extensive experience as a professional opera singer and teacher. She is a committed and empathetic coach, passionate about empowering people to communicate at their very best.

Our Location — London, England

Overlooking Kensington Palace and Gardens, the luxurious 5-star Milestone Hotel has been home to the International Etiquette and Protocol Academy of London's Training and Certification Programmes for more than 15 years.

Dating back to 1689 and once home to Ambassadors and Barons, this award-winning landmark sets the stage for London's most refined finishing school programme and social etiquette certification training. Located in the **Royal Borough of Kensington & Chelsea**, it is perfectly positioned to enable you to enjoy all the history, culture and leisure that London has to offer. Special rates have been negotiated for our guests.

Alternative accommodation has also been negotiated at The Bailey's Hotel (Millennium Group), located next to Gloucester Road underground station in South Kensington, which is a ten to fifteen-minute walk from The Milestone Hotel. Taxi and bus services are available.

International Press Coverage and International Clients

The following are just a few of the international institutions for whom we have presented the materials you will be certified to present, and some of the international journals who have sung our praises:

↘ International Press Coverage

LE TEMPS · CNN · Herald Tribune · BBC · Management
WALL STREET JOURNAL · Le Monde · ДНЕВНИК · VOGUE · D la Repubblica
Atmosphères · PSYCHOLOGIES · USA TODAY · france 2 · NZZ

↘ International Clients

Republic of Botswana · University of Oxford · Harvard University · Banham Security
Embassy of Denmark · Governo de Angola · Embassy of the People's Republic of China in the People's Republic of Bangladesh · United Nations · The Embassy of the Kingdom of Saudi Arabia
Google · Hiscox · Harrods · General Electric · Louis Vuitton
KIT Royal Tropical Institute · EMI · SONY · BNP Paribas · Prudential

Your Next Step

We are honoured that you have chosen to embark with us on the journey to enhance your skills and certify your knowledge in Protocol and Diplomacy. To help you make the most of your training, please fill in the attached Trainee Profile.

> **Return it along with a copy of your CV (resumé), your completed Registration Form and payment.**

Thereafter you will receive a Letter of Confirmation, an Agreement and a brief checklist of preparation activities.

Please start looking now for the editor of your most reputable local media so that we may provide them a News Release following your training, attesting to your new credentials as a Certified International Protocol and Diplomacy Consultant.

The Investment

Your investment for the International Protocol and Diplomacy Train-The-Trainer Certification course is as follows:

In-person group training in London	**£5,695***
In-person private training in London	**£11,195***
License renewal (five years)	**£1,400***

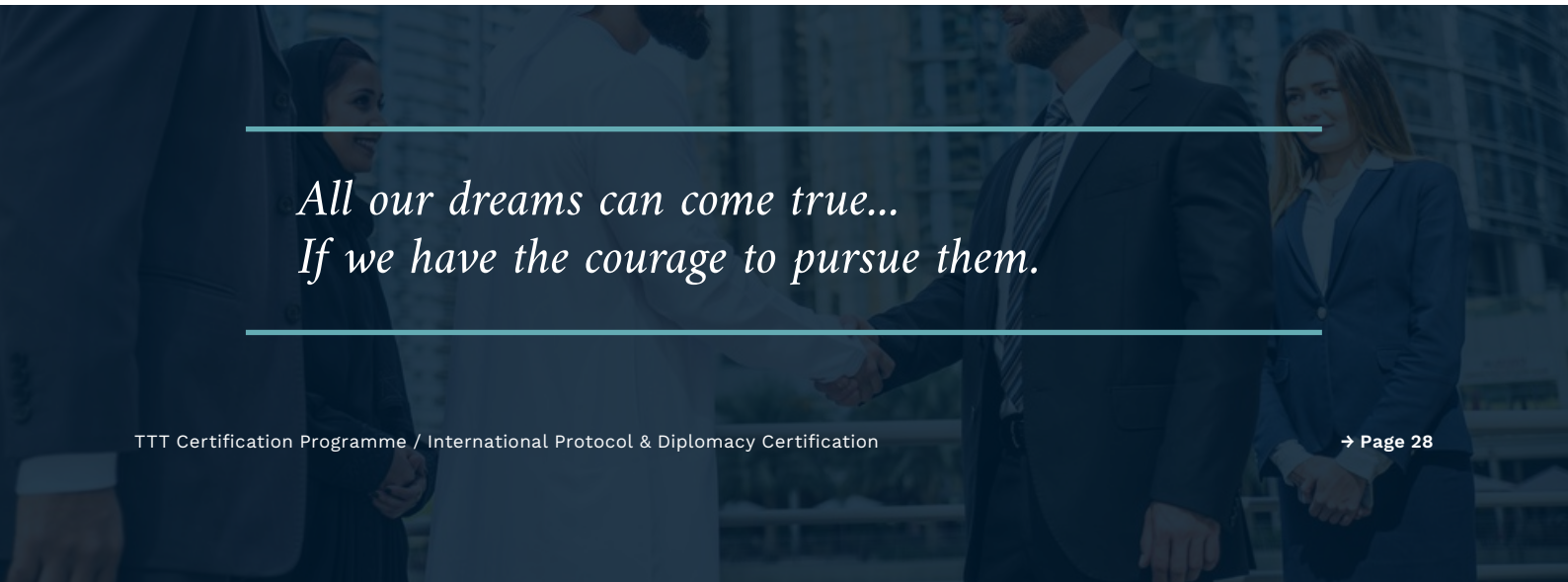
(Exclusivity Agreements are available to those who wish to secure an entire territory. Please enquire regarding the rate for your specific region.)

*Excludes applicable sales tax, based on UK regulations vis-à-vis your country.

Returning Minding Manners International/IEPAL consultants will receive a 10% reduction.

Tuition includes five (5) days of training, comprehensive materials, illustrated workbooks, sample business forms and customisable documentation for your reprint purposes.

Your investment also includes four international tutorial luncheons, one English Royal Tea tutorial plus morning and afternoon refreshments. At the end of the training an assessment will take place. Upon successful completion your beautifully framed Certificate will be issued, and you will become a Member of the Minding Manners International Network and may link to the International Etiquette and Protocol Academy of London website.



All our dreams can come true...
If we have the courage to pursue them.

Payment Policy

Payment is accepted via bank wire transfer six (6) to fifty-two (52) weeks in advance.

Refunds are available upon written request, subject to our terms and conditions, up until ten (10) weeks prior to the training date for which the registration was accepted, with a deduction of a 15% administration fee.

Refunds are not made after the ten (10) week period.

Transfer to a future course will require a request in writing to be submitted along with a transfer fee of £200.00 (GBP), plus VAT, to cover administration fees and related expenses.

A transfer to a future course applies only to the specific training in which you are registered.

Contact Us

↘ Email
info@iepalondon.com

↘ Website
www.iepalondon.com

↘ Phone
+44 (0) 20 393 00877

↘ Address
Suite 81, 272 Kensington High Street
Kensington, London W8 6ND
United Kingdom

↘ Instagram
https://www.instagram.com/mindingmannersinternational/

https://instagram.com/lemanoirenfrance/

↘ LinkedIn
https://www.linkedin.com/company/international-etiquette-and-protocol-academy-of-london/

https://www.linkedin.com/showcase/le-manoir-french-international-finishing-school-and-etiquette-retreat/

↘ Facebook
https://www.facebook.com/MindingManners

Thank you.

International Etiquette and Protocol Academy of London

IEPAL Ltd
Registered in England and Wales.
CRN: 09869223

Registered Address:
Suite 81
272 Kensington High Street
London
W8 6ND
England
United Kingdom

IEPA London