

Ghada Salah Gomaa

**Business Etiquette and Protocol Consultant
Middle East**

Protocol & Etiquette Academic Centre of Excellency-Middle East-PEACE

Ghada Salah Gomaa; first and sole business etiquette and protocol consultant-Middle East; is the founder of the first and only Academic Center of Excellency; for the protocol and etiquette in the Middle East; “PROTOCOL & ETIQUETTE ACADEMIC CENTRE OF EXCELLENCY-Middle East-PEACE” in April 2003.

Ms. Ghada Salah Gomaa is a Business Etiquette and Protocol Consultant who was working with the American Chamber of Commerce in Cairo and the American University in Cairo.

In 1998, Ghada was certified by the “At Ease Incorporation”, an international institute specializing in Business Etiquette and Protocol, and is the first and only licensed Business Etiquette and Protocol Consultant in the Middle East.

In 2000 Ms. Gomaa went to San Francisco in the United States of America for an updating in the Asian Etiquette Certification Program. Ghada also holds a degree in English Drama from Ain Shams University in the year 1983.

Ms. Gomaa joined the African Youth Program in Japan in the year 1994. The African Youth Program was coordinated by the JICA “Japanese International Cooperation Agency” to study Piaget’s Theories in teaching and training adults.

Ms Gomaa achieved a degree of “Honorable Doctorate”, in 2001 from “AtEase Incorporation-Ohio-USA” at San Francisco, upon a research on applying the 2222 Etiquette Global Rules, on 2222 Quran Verses, to prove that origin of Etiquette is Islam.

In June 2004 Ghada graduated 32 diplomats from the Ministry of Foreign Affairs, at Kuwait, after delivering 160 hours of Protocol Training, and covering only 30 cultures from 150 global cultures.

In March 2006 Ghada Graduated another 35 diplomats from the Ministry of Foreign Affairs, at Kuwait, after delivering 160 hours of Protocol and Business Etiquette Training, covering 60 global cultures, how to deal with hot sticky political situation, as well as political professional correspondence, and media presentation.

Since her certification, Ghada has consulted and offered training workshops to several large multinational and joint venture companies in Egypt such as The Ramses Hilton, Nile Hilton, Nestle, the American University in Cairo, Conrad International Hotel, MobiNil, Cairo Barclays Bank, Egyptian American Bank; their branches of Cairo, Alexandria, Sharm El Sheikh and Luxor, Egyptian British Bank, The Arab Bank, The United Bank, National Societe Generale Bank/NSGB, American Chamber of Commerce in Egypt. Spacetel in Yemen, a telecommunication company and Sabafon, another telecommunication at Yemen,

Sana'a; as well as Spacetel Syria. Procter and Gamble in Cairo, Protech Nokia, customer service staff, Arab International Insurance Company, Business Etiquette programs prepared by the PSDP. This is beside the Protocol and Business Etiquette trainings which were delivered to Junior Diplomats of the Ministry of Foreign Affairs of Kuwait.

In July 2006 Ghada launched the opening of "areeba-Afghanistan" a telecommunication company at Kabul.

In August and September 2006 Ghada covered 150 cultures, through a protocol sessions, to Movenpick chain in the Middle East, as Gouna, Qusar, Aqaba, Petra, Dead Sea and Jordan.

January 2006, Ghada delivered a business etiquette training to British Council-Customer Care staff, for the three branches, at Egypt, Cairo/Agoza, Alexandria and Heliopolis.

BNP is counted a client to Ghada's client list since July and August 2006, where "Fine Touch of Business Etiquette" a business etiquette training delivered to juniors of BNP.

Since October 2005 till now (October 2006) Ghada delivered TV weekly program through ESC (Egypt Fadaeya Channel) every Saturday, as well as the Nile TV (Our Hour) every Monday, and a daily program on Channel 2.

Ghada delivered a number of Social Etiquette Seminars in the year 2005 and 2006 such as; " Fine Tune your Attitude", " Ten Tunes to Play Life Melody" , " Tune Stress in a Life Melody" , " Ms/Mr. Manners" etc.

Other carnivals and fairs, are conducted by Dr. Ghada Gomaa, in the year 2005 and 2006 with her consultants Team of PEACE Academy such as; " Business Etiquette Passage to Customer Loyalty" , " Eagle of Management in a Free Market Horizon" and " King of Sales in a Risky Kingdom"

“ Business Etiquette in Brief” a three hours session, is conducted by Dr. Ghada Gomaa, to the BEBA members, and the guest of honor was Sir and Lady Plumbly (British Ambassador in Egypt, at the Nile Hilton in November 2004.

Ghada established an Academic Partner Ship with “ Almanarah-Gaza Palestine” and delivered different business etiquette training programs, to “ Bank of Palestine-Gaza-Palestine in February 2006; such as “ Sheep Herding Vs Shepherding” and “ Business Etiquette Passage to Customer Loyalty” and in October 2005 “ Jawwal Sales Team” received a sales training “ King of Sales in a Risky Kingdom” at the Nile Hilton-Cairo-Egypt.

Ghada delivered a business career diplomas to American University Staff in 2005 and 2006 and another contract, for the new Academic year is signed with the American University in Cairo for the year 2006 till June 2007, with Ms Amira Khattab, the training manager of the American University in Cairo.

Ghada has expertise in a range of business etiquette topics and offers training program such as: Etiquette for A to Z Professionalism, Business Etiquette is a Passage for Customer Loyalty, Eagle of Management in a Free Market Horizon, A to Z Customer Care for Excellency, Business Etiquette of Professional Conversationalist, Business Etiquette of Professional Correspondence, Etiquette of Professional Secretaries, Etiquette of First Impressions, Etiquette of Intercultural Communication, Protocol as a Managerial Tool, Etiquette of Customer Interactions, Etiquette of Customer Care for Loyalty, Etiquette of Customer Service, Business Etiquette of Training Managers to Train, Etiquette of Professional Correspondence, Etiquette of Professional Communication, Etiquette of serving clients through writing, Etiquette of grooming and hygiene and business Etiquette in brief, Business Etiquette of Time Office Management, Business Etiquette of Professional Leadership Skills/ Shepherding vs. Shepherding, as well as Business Etiquette of Professional Communication & Presentation Skills.

Ghada delivered and is still delivering, Social Etiquette Public seminars every five weeks, for four hours (Social Etiquette is Behavioral Science). Seminars examples are; “Fine Tune your Attitude”, “Ten Tunes to Play Life”, at Intercontinental Pyramids Park, Omm Kalthom Ball Room. These Social Etiquette Seminars, are held as a participation from Dr. Gomaa, in social reformation through better the attitude of the Egyptian and Arab manpower.

Ghada also established in the “Protocol & Etiquette Academic Centre of Excellency-Middle East-Middle East-PEACE” different schools of training; such as Marketing School of Excellency, Management School of Excellency, Professional Secretaries School of Excellency, Leadership School of Excellency, Sales School of Excellency etc. Different training programs are delivered in these schools by 150 different specialist and professional consultant.

This is beside the Business Development Consultation in the Marketing, Human Resources and the Project Management; consulted by the most specialists in the business market, and the most unique consultants in each of these domains.

Ghada also established different branches in the Middle East for the Academy, in Syria, Jordan, Dubai, and in October 2005 established a non exclusive agency with Al Manarah AD at Palestine-Gaza and very soon new other branches. This is beside an Academic partnership at Dubai, with Kitmeer and AVTC.

Ghada also was writing a daily article for El Gomhoria Newspaper on Social Etiquette, a weekly article for Horyatty, different articles for Novertis (pharmaceutical magazine, on business etiquette, a monthly article for "Life", prepares and presents an on-going television program for Nile Sat TV, Channel 3, weekly program at Channel 2, ART, and ESC channel that covers social and business etiquette issues. She was also interviewed on the Orbit and Good Evening Egypt and Good Morning Egypt. Ghada writes a monthly article in 1000 "Words in Pictures" and "Egypt Insight" on Business Etiquette.

Ghada had a weekly program at Channel 2 addressing youth and fresh graduates, and junior businessmen (entrepreneurship) to passé the message of wearing professional mask in the global and local business market.

Every Friday, since the year 2003 till May 2005 and weekly, every Saturday on El Fadaeya El Mesreya at 1:15 p.m. till 2:00, addressing Arab Families, in different social concepts

Ms. Gomaa succeeded to implement Business Etiquette as a main subject in "Sadat Academy", in the Canadian Program starting from September 2001 for forth year students.

Ghada is usually invited as a guest of honor, and as an example BEBA Reception for honoring Sir and Lady Plumbly; Minister of UK in Egypt, it was at the Hilton, also on Women's day, March 2005, she was the guest of honor to the celebration held by Top Management of Barclays Bank. Also Enppi top management hosted Dr. Ghada Gomaa, as a guest of honor, and delivered a seminar introducing the etiquette as a new and essential subject in the training field and important to all professionals; it was in August 2004. Rotary and Rotaract also used to invite Dr. Gomaa as a guest of honor since the year 1998.

BUSINESS ETIQUETTE AND PROTOCOL

Business etiquette and protocol is now important in the workplace as all are after professionalism in this era of globalization. Either to leave a positive first impression and to grab up the business or to lose it for good. This would be done if business global rules are followed scientifically. In business etiquette and protocol workshops you learn the do's and taboos of actions, words and appearance with bosses, colleagues, clients and yourself. The participants will easily reflect a positive image of the company.

Example of the Business Etiquette Training Program

1. Business Etiquette is a Passage for Excellency
2. Business Etiquette is a Passage for Customer Loyalty
3. Business Etiquette of Professional Conversationalist
4. Eagle of Management in a Free Market Horizon
5. How to Swim with Marketing Sharks
6. King of Sales in a Risky Kingdom
7. Business Etiquette Of Professional Customer Interaction
8. Business Etiquette Of Giving Good Service
9. Business Etiquette Of Dealing With Difficult Customers
10. Business Etiquette of Professional Marketing Skills
11. Business Etiquette of Professional Selling Skills
12. Business Etiquette of Professional Marketing Strategy
13. Business Etiquette of Professional Marketing Creative Advertising
14. Etiquette Of Grooming And Hygiene
15. Telephone Etiquette/ how to be phonogenic on Phone
16. Shepherding vs. Shepherding/Fundamentals of Professional Leadership
17. Business Etiquette of Professional Communicational & Interaction Skills
18. Business Etiquette of Professional Selling Negotiation Skills
19. Business Etiquette of Professional Integrated Marketing Plan
20. Business Etiquette of Professional Questioning Techniques in Selling
21. Office Etiquette And Protocol
22. Business Etiquette In Brief
23. Business Etiquette Of Intercultural Communication
24. Business Etiquette Of Handling Stress
25. Business Etiquette Of Professional Secretarial Skills
26. Business Etiquette Of Dealing With People You Cannot Stand
27. Business Etiquette Of Dealing With Difficult Bosses, Colleague And Subordinates
28. Etiquette Of Conversation And First Impression
29. Etiquette Of Serving Clients Through Writing
30. Etiquette Of Dealing With Disabled
31. Business Etiquette Of Customer Service And Parts Of Tens

Client list/1998-2008

Middle East

- Spacotel Yemen (Telecommunication Company)
- SabaFon (Telecommunication Company)
- Spacotel Syria (Telecommunication Company)
- Jawwal Telecommunication-Palestine
- Bank of Palestine
- Syria Airlines
- Palestine Trade Center – PALTRADE
- Junior Diplomats at the Ministry of Foreign Affairs at Kuwait (2004-2006)
- Paltel-Palestine
- Movenpick Aqaba
- Movenpick Petra
- Movenpick Dead Sea
- Movenpick Dubai
- MTN-Sudan
- Areeba-Afghanistan
- Dal-Group Sudan
- Kuwait Fundraising of the Middle East

- British Council - Jordan

Egypt - Tailored Programs:

- American University in Cairo
- American Chamber of Commerce in Cairo
- Conrad Hotel-Cairo
- Semiramis Intercontinental-Cairo
- Nestle
- Egyptian American Bank
- Barclays Bank
- Egyptian British Bank
- Arab Bank
- United Bank
- Ramses Hilton
- Nile Hilton
- Procter and Gamble
- Protech-Nokia
- MobiNil
- Elegant Voyage-Agent Company of Tourism
- Berlitz

- Arab International Insurance Company/Allianz
- Metro market staff
- Shell of Egypt
- Central Bank of Egypt – Egyptian Banking Institute – EBI
- MIBank (Egypt)
- National Societe Generale Bank/NSGB
- EGB/Egyptian Gulf Bank
- Enppi (Seminar)
- Hyatt Regency
- EGB (Egyptian Gulf Bank)
- Central Bank of Egypt
- Misr Bank
- National Bank of Oman
- Cairo Bank
- British Council in Egypt (Cairo-Heliopolis-Alexandria)
- Movenpick Heliopolis
- Movenpick Gouna
- Movenpick Qusar
- Orascom Hotels and Development
- Orascom Constructions Industries
- Piraeus Bank
- BNP (Paribas Le Caire)
- Mohamed Junior Beauty Centre Company
- Abercrombie and Kent Egypt
- Audi bank
- Dar El Fouad Hospital
- Raya Holding
- Credit Agricole Egypt
- Orbit
- Emaar Misr
- Amer Group
- Ultimate Business Solutions (UBS)

Egypt – Public Programs

- In the American University in Cairo (AUC)
- In the American Chamber of Commerce in Egypt (AmCham)
- Participants in the public programs:

1. PGESCO
2. BP (British Petroleum)
3. Thomas Cook
4. Alico
5. Lecico

6. Ghazala Hotel
7. Youssef Allam & Co.
8. Pricewaterhousecooper
9. LINKdotNET
10. Basma Hotel
11. Movenpick-Resort
12. Volvo
13. BMW
14. Oriental Weavers
15. International Gas Petroleum
16. American Express Cards
17. Arab Misr Insurance Group
18. Bahgat Group
19. Fujitsu Services – Egypt
20. House of Donuts
21. Raya Telecom
22. Toyota Egypt
23. City Group
24. Nile Hilton
25. Ragab Sons