

2024 GLOBAL EDUCATION SUMMIT

*The Protocol School of Washington
celebrates 35 years of protocol,
diplomacy, and international
business etiquette
education.*



SPONSORSHIP OPPORTUNITIES

August 7th – 10th, 2024
Ritz-Carlton Tysons Corner
McLean, VA, USA

Let's Meet at the Summit!



Pamela Eyring
President and CEO
The Protocol School
of Washington

Dear Esteemed Colleagues,

We are thrilled to announce The Protocol School of Washington (PSOW) will be hosting the highly anticipated Global Education Summit for the fourth time August 7th – 10th, 2024 at the Ritz-Carlton Tysons Corner in McLean, VA. We look forward to the opportunity of connecting in-person with both familiar and new friends and colleagues at this unparalleled event.

The past five years have seen significant changes in workplaces worldwide, with the COVID-19 pandemic introducing new norms and a major shift in our work practices. However, this shared global experience has provided invaluable lessons, highlighting the importance of in-person collaboration, relationship building, and cultivating a strong workplace culture.

In today's constant disruption, the importance of continuing education in event management, protocol and inter-communication skills cannot be overstated. As a proud sponsor of this summit, your organization will have the unique opportunity to demonstrate its commitment to promoting collaboration, education, and professional development. By participating, you will gain valuable exposure, increase brand recognition, and connect with like-minded individuals from across the globe who share a common goal of fostering respectful and inclusive workplace cultures through civility.

We would like to extend an invitation to your organization to explore the range of sponsorship opportunities that we are offering to our valued supporters. Should you have any inquiries, please do not hesitate to contact us. We express our gratitude in advance for your generous support.

Respectfully,

Pamela Eyring

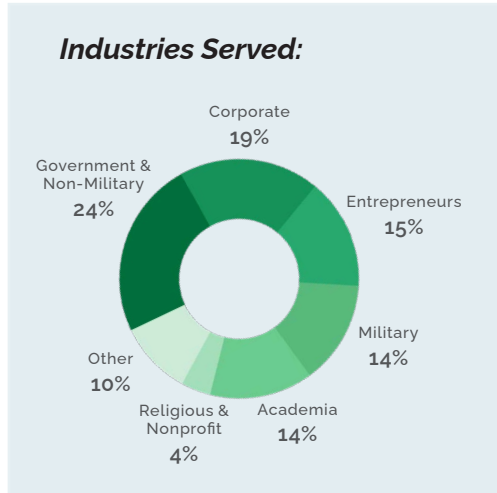


About PSOW

The Protocol School of Washington (PSOW) is recognized as an accredited institution by the U.S. Department of Education.

We believe in educating professionals on how to build relationships through cross-cultural awareness, international protocol and etiquette skills.

Our school has taught people around the world how to show dignity, honor, and respect through their business interactions with others.



What Sets Us Apart



Accreditation:

PSOW is **accredited** by the Accrediting Council for Continuing Education and Training (ACCET).



Legacy:

Since our establishment in **1988**, we have been committed to providing quality educational services.



Graduates:

More than **5,000** men & women from **90** countries have graduated from our certificate programs.



International Presence:

In 2012, we established our first **international office** outside the US in Dubai, UAE to cover the **MENA** Region activities.



Affiliation:

We are honored to offer our public course in the UAE under the patronage of the **Presidential Court – Abu Dhabi** and the **Protocol Department – Dubai**.





Our Mission

PSOW provides expertise in protocol, business etiquette and communication skills around the world using the highest educational standards.

33,000+ People

We have trained more than 33,000 people through our open enrollment programs, customized training sessions and speaking engagements for corporations, government, academic institutions and more, worldwide.



90+ Countries

We have a global reach, with graduates and clients in over 90 countries, as well as 49 out of 50 states in the USA.



★ PSOW Offices





The Event:

The Global Education Summit

August 7th – 10th, 2024 | Ritz-Carlton Tysons Corner, McLean, VA, USA

The Global Education Summit hosted by The Protocol School of Washington is one of the few events worldwide that brings together professionals in this educational sphere.

This immersive four-day summit offers a comprehensive program of educational tracks, lectures, preliminary sessions, and keynote presentations by renowned industry experts, focusing on the essential aspects of global diplomacy.

Join us by co-sponsoring this transformative experience and have your organization's brand show commitment to reinstating civility and professionalism in our society.

Attendees of past summits have included:

- US and Foreign Diplomats
- Protocol and Government Affairs Professionals
- Military Leaders
- Corporate Executives
- Event and Meeting Managers
- Higher Education Executives
- Corporate Trainers
- Etiquette and Protocol Consultants
- Career Advisors



Why Sponsor?

We have developed several sponsorship packages that offer various benefits to our partners. Below are some ways that your organization can expect to benefit by sponsoring our event.

Impactful affiliation:

By sponsoring, you'll be demonstrating your company's commitment to developing the cultural and social skills required for succeeding in business today.

Targeted marketing:

Build brand awareness with key decision-makers with purchasing power in industries listed on our Client Snapshot.

Networking opportunities:

Our event provides an excellent opportunity for your organization to network with other professionals and potential customers.

Increased brand visibility:

Promote your organization and products to an influential and targeted audience. Your organization will be featured in our promotional materials, including our website, social media pages, event signage and on our summit app. We will introduce you not only as a sponsor but as a partner by adding our brand's influence.



All sponsors will receive the following benefits:

Summit **attendee list** and contact information in an electronic format

Summit **exhibit space** located in a premium location

Sponsorship **recognition** during the summit, verbally and with your logo in a PowerPoint presentation

Partnership **noted in all references** to the summit in the PSOW monthly e-newsletter

Your sponsorship listed on all **email blasts** to alumni and potential attendees (electronic invitation and event-specific emails)

Option to supply a **feature story** for an issue of the PSOW monthly e-newsletter

Your sponsorship listed on the **PSOW registration site**

Preferential reserved seating at summit luncheons and social events

Option to supply **blog post** for the www.pso.w.edu blog

Your partnership noted across all PSOW **social media channels**: Instagram, Facebook, Twitter and LinkedIn



Sponsorship Opportunities

Prestige Supporter - \$5,000

- Summit partnership presence on PSOW registration website for 3 months (prior to the summit)
- Logo recognition at Summit on screens
- 50% off summit attendee registration for 1 attendee

Executive Partner - \$10,000

- 1-year e-learning package for 25 users
- 1 complimentary summit attendee registration (\$1,750 value)
- Option for a display table in pavilion exhibit area
- Logo Recognition at Summit on Screens
- Summit partnership presence on PSOW registration website for 3 months (prior to the summit)

Elite Patron - \$15,000

- 1-year e-learning package for 25 users
- 1 complimentary summit attendee registration (\$1,750 value)
- Hotel accommodation for 1 representative at the Ritz-Carlton
- 50% discount on PSOW course of choice (\$3,950 value)
- Option for a display table in pavilion exhibit area
- Logo Recognition at Summit on Screens
- Summit partnership presence on PSOW registration website for 3 months (prior to the summit)



Sponsorship Opportunities

Bronze - \$25,000

- 1 complimentary tuition to any PSOW open-enrollment course (in US or UAE) (\$7,900 value)
- 1-year e-learning package for 25 users (\$4,975 value)
- 1 complimentary summit attendee registration (\$1,500 value)
- Hotel accommodation for 1 representative at The Ritz-Carlton
- Preferential seating for 1 representative at all summit luncheons
- Summit partnership presence on PSOW registration website for 3 months (prior to the summit)

Silver - \$50,000

- 2 complimentary tuitions to any PSOW open-enrollment course (in US or UAE) (\$15,800 value)
- Half-day of onsite customized training (travel & accommodation excluded) or 2 virtual live training modules for up to 25 participants (3 hours each) (\$10,000 value)
- 1-year e-learning package for 50 users (\$9,950 value)
- 2 complimentary summit attendee registration (\$3,000 value)
- Hotel accommodation for 2 representatives at The Ritz-Carlton
- Preferential seating for 2 representatives at all summit luncheons
- VIP seating for 2 representatives at the summit's Gala Dinner
- Your company logo on the summit app
- Summit partnership presence on PSOW registration website for 6 months (prior to the summit)



Gold - \$75,000

- 3 complimentary tuitions to any PSOW open-enrollment course (in US or UAE) (\$23,700 value)
- Full-day of onsite customized training (travel & accommodation excluded) or 4 virtual live training modules for up to 25 participants (3 hours each) (\$20,000 value)
- 1-year e-learning package for 100 users (\$19,900 value)
- 3 complimentary summit attendee registration (\$4,500 value)
- Hotel accommodation for 3 representatives at The Ritz-Carlton
- Preferential seating for 3 representatives at all summit luncheons
- Head table seating for 3 representatives at the summit's Gala Dinner
- Your company logo on the summit app
- A front page banner ad in the summit app
- Summit partnership presence on PSOW registration website for 12 months (prior to the summit)
- Partnered sponsorship of PSOW's 2025 National Business Etiquette Week and 2025 National Protocol Officer Week.
- Partnered sponsorship featured in promotions and communications
- Presentation of a company promotional video at a summit plenary session
- Sponsorship recognition in all summit press information

Don't see a package that suits you?

We are happy to customize a package that meets your needs.



Past Summit Keynote Speakers (2019)

Attendees will have access to world-class education and training and form meaningful personal and professional relationships with protocol professionals from around the world. Below are a few of the exceptional speakers from the 2019 Global Education Summit.



His Excellency Zaki Nusseibeh

Cultural Advisor to the President of the UAE.
Former Minister of State.

Reception and Gala: Pearls of Wisdom



Lilian Tomovich

Chief Marketing & Experience Officer, Barclays Bank US.
Former Chief Experience and Marketing Officer, MGM Resorts.
International

*Keynote Session: Concepts and Trends on Enhancing
Customer Engagement*



Marc Brackett

Ph.D. Founding Director of the Yale Center for
Emotional Intelligence

Breakfast | Closing Session: Permission to Feel



Client Snapshot

Abu Dhabi Executive Office
Abu Dhabi Global Market
American Airlines
American University
Ameriprise Financial
Anwar Gargash Diplomatic Academy, Abu Dhabi
Arizona State University
ASEAN Football Federation
Austal
Australian Department of Defence
BAE Systems
Bank of America
Bell Helicopter
Boeing
Booz Allen Hamilton
Brown-Forman Corp
Centers for Disease Control and Prevention
Central Bank of Nigeria
Clemson University
CONCACAF
Crown Prince Court, Abu Dhabi
Cunard Cruise Line
Department of Culture and Tourism, Abu Dhabi
Department of State-USAID
Diriyah Gate Development Authority, Saudi Arabia
Dubai Chamber of Commerce & Industry
Dubai International Financial Center
Dubai Police
Dubai Women Establishment
Duke University
Embassies throughout the world
Emirates Group
Etihad Airways
Expo 2020 Dubai
Federal Bureau of Investigation

Government of Canada
Gulfstream Aerospace
Hewlett Packard Company
Hilton Worldwide
INTERPOL, Washington
Johns Hopkins University
Joint Force Headquarters
JW Marriott Marquis, Dubai
Lockheed Martin
Louvre Abu Dhabi
Miami International Airport
Ministry of Education, UAE
Ministry of Foreign Affairs, Bahrain
Ministry of Foreign Affairs, Saudi Arabia
Ministry of Presidential Affairs, UAE
Ministry of Tourism, Saudi Arabia
Mubadala Investment Company, Abu Dhabi
NASA
National Defense University
National Geospatial-Intelligence Agency
NATO
Newport News Shipbuilding
Nigeria Football Federation
NORAD/USNORTHCOM
Northrop Grumman Corporation
Pan American Health Organization
Presidential Flight, Abu Dhabi
Princess Cruises
Protocol Department, Dubai
Public Investment Fund, Saudi Arabia
Qatar Foundation
Royal Canadian Mounted Police
Royal Protocol, Saudi Arabia
SABIC, Saudi Arabia
Sandia National Laboratories

Saudi Arabian Airlines
Saudi Aramco
Singapore Ministry of Defence
Smithsonian Institution
Stanford University
State Audit Bureau of Kuwait
The Coca-Cola Company
The George Washington University
The Wilson Center
Tiffany & Co.
Transportation Security Administration
Trinidad and Tobago Hospitality & Training Institute
United Launch Alliance
United Nations
United States Air Force
United States Air Force Academy
United States Army
United States Defense Intelligence Agency
United States Department of Justice
United States Department of State
United States European Command
United States Institute of Peace
United States Marine Corps
United States Military Academy
United States Naval Academy
United States Navy
United States Office of the Chief of Protocol
United States Office of the Surgeon General
United States Space Force
University of Notre Dame
University of Virginia
USDA, Foreign Agricultural Service
World Bank





LOOKING BACK:
2019 Global Education Summit

WATCH VIDEO: 





www.psow.edu