



International Protocol

A Practical Guide for International Visitor Management

**Compiled by the Office of International Engagement,
Communications and Protocol**



ILLINOIS
UNIVERSITY OF ILLINOIS AT URBANA-CHAMPAIGN

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Introduction: History and Origin of Protocol

The term “protocol” comes from the Greek and means “first glue”. It may be said that protocol is the “glue” that holds official life in our global society together.

Protocol is rooted in a sound knowledge of human relationships. Relationships, particularly official ones between nations, have come to be governed by a series of accepted practices. These practices reflect the observance of mutual respect and consideration among sovereign nations. It makes possible the conduct of international affairs in an atmosphere of courtesy and civility. It is the mode of behavior that has proved most favorable to the achievement of international understanding and cooperation. Antithetically, consider that several countries have almost gone to war over matters of ambassadorial precedence. As a result, a body of rules and procedures evolved, sanctioned at the 1814 Congress of Vienna, that define proper international decorum and procedure, or protocol.

Today the United States observes the same traditional, accepted practices that show due measure of honor and respect to other sovereign powers and their representatives, and our own national representatives abroad as well.

The University of Illinois Distinguished Visitor Policy. The number of distinguished international visitors to the university has been growing in the past few years due to the increased international activity on campus. This upward trend is expected to continue as more senior government officials from the U.S. government, governments of other nations, and high-level officials of multilateral organizations such as the European Union and the United Nations visit the campus.

These distinguished visitors should be accorded appropriate courtesy and recognition during their visits. To ensure this happens, information regarding such visits should be communicated and certain campus units should be involved in the planning process.

The purpose of this policy is to:

- Define the type of visitor for which this policy is relevant.
- Provide a clear guide for the appropriate protocol requirements.
- Ensure effective and appropriate communication by specifying points of contact for visit coordination.

While not all visitors to the Urbana-Champaign campus fall within the parameters of this policy, it should be used for the following situations:

- International Visitors:
 - Heads of State or Multinational Organizations
 - Senior Governmental Officials such as Ministers, Deputy Ministers or those of equivalent rank
 - Ambassadors
 - Deputy Chiefs of Mission
 - Consuls General.
- Domestic Visitors: Senior federal governmental individuals including:
 - The President
 - Vice President
 - Members of Congress
 - Cabinet Members (to the Assistant Secretary level)
 - Justices of the Supreme Court
 - Serving Ambassadors
 - State Government officials such as Governors and Cabinet Members

Units or individuals planning visits of distinguished domestic or international visitors who are of the ranks identified above should contact the Office of International Engagement, Communications and Protocol (IECP). IECP will then:

- Inform the Chancellor's office, Provost's office, Office of the APJA, and/or other appropriate campus officials.
- Provide guidance and assistance with the protocol procedures required for the visit. IECP will also assist with resource materials, recognition, and courtesy requirements.

- Be engaged in the development of the schedule, interaction with senior university officials, and plans for appropriate hosting, accompaniment, flag displays, seating arrangements, gifts, etc.
- Advise University of Illinois officials who plan to meet with distinguished visitors regarding the appropriate protocol for hosting these visitors or when meeting with such officials while traveling.
- Please note that while IECP can advise on the appropriateness of exchanging mementos, the office is not in a position to provide them.

A Word on Precedence

Perhaps the most crucial and difficult protocol concept is the observance of precedence. Failure to recognize someone's proper rank, along with the considerations that their rank demands, can potentially offend your guests and lead to strained relations.

Please see <http://www.ips.uiuc.edu/iecp/protocol/references.php> for a standard precedence list used by the U.S. Department of State. If in doubt about any aspects of precedence concerning a visitor, consult the IECP or this website.

Chapter I: Itineraries

Designing an itinerary is a critical component of visitor management. It can be very complex, but worth the effort. The complexity will reflect the purpose of the visit and level of dignitary. Certain steps will make the process efficient:

- A simple but effective itinerary will have three columns: time, activity, and responsible unit.
- Mark your itinerary with the date and time that it was last revised. Your itinerary will go through multiple drafts and it will be important for you to be work off of the most current version.
- Make sure everyone involved in the visit periodically receives updated itineraries, allowing them to make adjustments to their schedule.
- Make sure that the itinerary fits the purpose of the visit.

Sample Itineraries: Consul General and Ambassador

The following are samples of recent visits by the Consul General of Thailand and the Ambassador of Belarus to the United States. These itineraries can be used internally (for faculty and staff involved with the guest's visit) and externally (for the guest him/herself).

If a guest of honor is accompanied by his or her spouse (or others), please note so at the end of the itinerary.

ITINERARY FOR
THE HONORABLE NARONG SASITORN
CONSUL GENERAL
ROYAL CONSULATE OF THAILAND. CHICAGO

JANUARY 25, 2008

<u>Time</u>	<u>Activity</u>	<u>Responsible Unit</u>
10:00	Arrive International Studies Building 910 South Fifth St., Champaign, IL Met by International Engagement, Communications and Protocol (IECP) Staff (324 International Studies Building) Parking space #17 reserved	
10:10-10:30	Courtesy Call Dr. William Brustein, Associate Provost for International Affairs 303 International Studies Building	IECP staff
10:30-10:45	En route Comcast Cable studios Champaign, IL	Jacques Fuqua
10:45-11:45	Tape the "Illinois International" Television show	Jacques Fuqua
11:45-12:00	En route Café Luna	Jacques Fuqua
12:00-1:15	Lunch, hosted by Dr. William Brustein (William Brustein; Wolfgang Schlör; Barbara Ford; Mary Ann Lila; and Siriphon Kusonsinwut , UIUC law student and a member of the Royal Thai police)	
1:15-1:30	En route Agricultural, Consumer and Environmental Sciences (ACES); Spitze Room, ACES Library	Dr. Mary Ann Lila
1:30-2:30	Meet with ACES faculty and staff	

2:30-2:40	En route Mortenson Center	ACES staff
2:40-3:30	Meet with Dr. Barbara Ford, Director	
3:30-3:40	En route International Studies Building Room 101	IECP staff
3:40-4:30	Meet with students from Thailand attending UIUC (Room 101)	

Accompanied by his wife, Mrs. Chantana Sasitorn

ITINERARY FOR

HIS EXCELLENCY MIKHAIL KHVOSTOV AMBASSADOR OF BELARUS TO THE UNITED STATES

FEBRUARY 26, 2008

<u>Time</u>	<u>Activity</u>	<u>Responsible Unit</u>
6:00pm	Arrive Willard Airport via AA 3904; met by Jacques Fuqua, Director, International Engagement, Communications and Protocol (IECP)	
6:00-6:15pm	En route Hawthorne Suites	IECP
6:15-6:30pm	Check-in (Confirmation # 59354)	IECP
6:30-6:40	En Route Great Impasta Restaurant	IECP
6:40-8:00pm	Dinner, hosted by Richard Tempest, Director, Russian, East European, And Eurasian Center (REEEC); Prof Derrick Frazier (Pol Sci)	REEEC
8:00-8:10pm	En route Hawthorne Suites	REEEC
8:10pm	Activities as desired	

FEBRUARY 27, 2008

8:40 am	Check out	
8:40-9:00am	En route campus; Roger Adams Building, Room 116	IECP
9:00-9:50am	Class lecture and discussion	Professor Derrick Frazier
9:50-10:00am	En route International Studies Building, Room 303	Professor Derrick Frazier
10:00-10:30am	Courtesy call with Dr. William Brustein, Associate Provost for International Affairs (APIA); memento exchange	APIA
10:30-10:45am	En route Comcast Cable studios	IECP
10:45-11:45am	Tape "Illinois International" television program	IECP
11:45am-12:00pm	En route Café Luna	IECP
12:00-1:15pm	Lunch hosted by APIA (Attendees: Dr. Wolfgang Schlör, Assoc. Dir, IPS; Prof. Richard Vogen, College of Agricultural, Consumer and Environmental Sciences; Prof. Miranda Remnek, Slavic and East European Library; and Raman Sharykin, student)	IECP
1:15-1:30pm	En route Slavic and East European Library	Miranda Remnek
1:30-2:00pm	Visit library facilities	Miranda Remnek
2:00-2:15pm	En route ISB, Room 314	IECP

2:15-2:45pm	Meet with Office of Admissions and Records (Gregg Perry)	OAR
2:45-3:15	Meet with 'University of Illinois Extension (UIE) (Martina Mohrbacher, Outreach Initiative Specialist, and Kevin Brooks, Extension Educator)	ACES/UIE
3:15-4:30	Discussions with ACDIS and REEEC faculty and students (ISB, Room 101)	REEEC/ACDIS
4:30-4:50	En route Willard Airport	IECP
4:50-6:25	Activities as desired	IECP
6:25	Depart via AA4218 en route Chicago (O'Hare airport)	IECP

Chapter II: National Anthems and Flag Etiquette

National Anthems

U.S. National Anthem

When appropriate, the Anthem can be played at the beginning of an event. The audience should rise and stand facing the U.S. flag.

If the flag is not displayed, they should face the source of the music.

Anthems of Other Nations

National anthems of foreign nations formally recognized by the government of the United States may be played at events where appropriate. The anthem of the host nation (United States) is always played last. The audience should stand for all anthems.

A list of national anthems may be found at

<http://www.ips.uiuc.edu/iecp/protocol/references.php>

Flag Etiquette

When To Use Flags

It is traditional to display the flag at major or significant public events, ceremonies, and functions--whether indoor or outdoor. It is customary to display the colors of the host or hosting organization (Illinois State Flag), but the national colors and/or the positional or personal flag of the guest of honor can also, and in certain circumstances, should be displayed.

(Note: Flags should not be displayed for guests in the audience).

Flag Placement

The flag with the highest precedence (U.S.) always takes the position of honor to the flag's own right of all other flags or at the center in an alternating display. The flag with highest precedence (U.S.) will be furthest left, if viewed from the audience.

Displaying the Flag Outdoors

The flag is displayed outdoors only from sunrise to sunset unless illuminated; then it may be displayed 24 hours a day. It should be displayed on or near the main administration building of every public institution. It must be run up first, taken down last, and be the highest flag on the staff.

Relative Position

No other flag should be placed above or if in the same level, to the right of the U.S. flag. The flag of the United Nations or other national or international flags may not be displayed in a position equal, above, or in a position of superior prominence, or honor to, or in place of, the flag of the United States at any place within U.S. territories (Public Law 107).

Half-Staff

The U.S. flag shall be flown at half-staff on the grounds of federal and state public buildings upon the death of certain federal officials. The governor of the state, in accordance with directions from the President, may direct that a flag can be flown at half-mast. The display procedure is to run the flag up to the top of the pole and then lower it to half-staff.

State Flags

State flags are displayed in order of admittance to the Union, or they can be displayed alphabetically. This list orders by date of admittance:

- | | |
|--------------------|-------------------|
| 1. Delaware | 26. Michigan |
| 2. Pennsylvania | 27. Florida |
| 3. New Jersey | 28. Texas |
| 4. Georgia | 29. Iowa |
| 5. Connecticut | 30. Wisconsin |
| 6. Massachusetts | 31. California |
| 7. Maryland | 32. Minnesota |
| 8. South Carolina | 33. Oregon |
| 9. New Hampshire | 34. Kansas |
| 10. Virginia | 35. West Virginia |
| 11. New York | 36. Nevada |
| 12. North Carolina | 37. Nebraska |
| 13. Rhode Island | 38. Colorado |
| 14. Vermont | 39. North Dakota |
| 15. Kentucky | 40. South Dakota |
| 16. Tennessee | 41. Montana |
| 17. Ohio | 42. Washington |
| 18. Louisiana | 43. Idaho |
| 19. Indiana | 44. Wyoming |
| 20. Mississippi | 45. Utah |
| 21. Illinois | 46. Oklahoma |
| 22. Alabama | 47. New Mexico |
| 23. Maine | 48. Arizona |
| 24. Missouri | 49. Alaska |
| 25. Arkansas | 50. Hawaii |

Other Nations

When flags of other nations are displayed, they are to be placed on separate staffs/poles of the same height. The flags should be of equal size. Flags of other nations should be displayed to the U.S. flag's own left (the right of the observer). When two or more national colors are displayed (in addition to the U.S.), they are normally displayed alphabetically by their English names. For an example see Figure 1.

Please note:

- Flags of other nations may not be displayed unless the U.S. flag is also displayed.
- International usage forbids the display of the flag of one nation above that of another in time of peace.

Flag Placement

The U.S. flag should be placed in the position of honor at the speaker's right as that person faces the audience. Any other flag should be placed on the left of the speaker (or to the audience's right). When the U.S. flag is displayed flat, it should be placed above and behind the speaker, with the union facing to the observer's left. For an example see Figure 2.

Table Flags/Miniature

These are not official, but can be used as a form of positive recognition at a dinner, luncheon, or reception event. They can be combined with other table decorations. Typically, the flag of another nation(s) plus the U.S. flag is the most common display.

Flag Display Equipment

U.S. Flag 3' X 5' (minimum) Specify indoors or outdoors.

Eagle Finial (most common for U.S. flags)

Pole and stand (indoor)

Other flags (each) 3' X 5' (must match U.S. flag in size and type)

Arrowhead finial

Pole and stand (indoor)

Order of Flag Precedence

1. United States Flag/Other National Flags
2. Flag of the President of the United States
3. State Flags, by date of admission or alphabetically
4. Service Flags (by service seniority)
5. Organizational Flags
6. Positional Flags
7. Other Flags

Figure 1. Flag Precedence

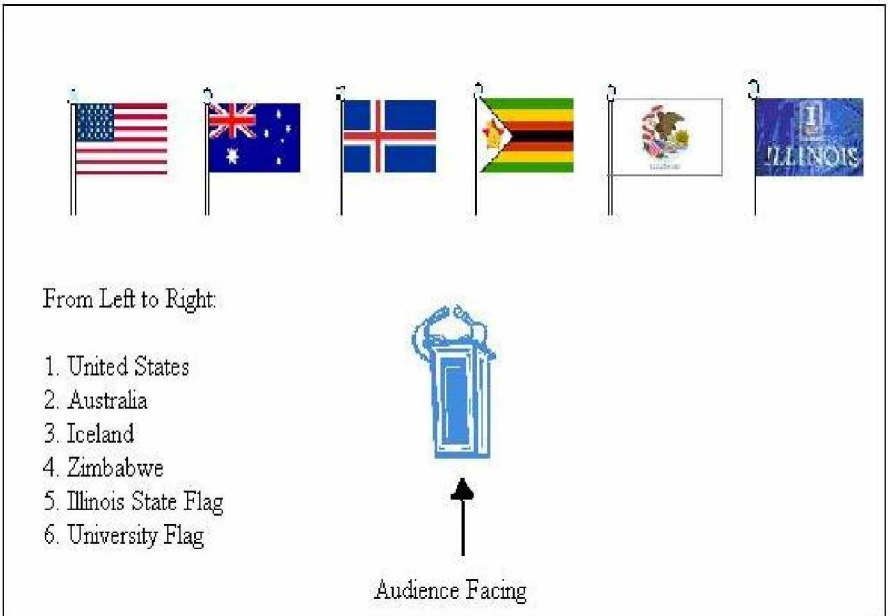
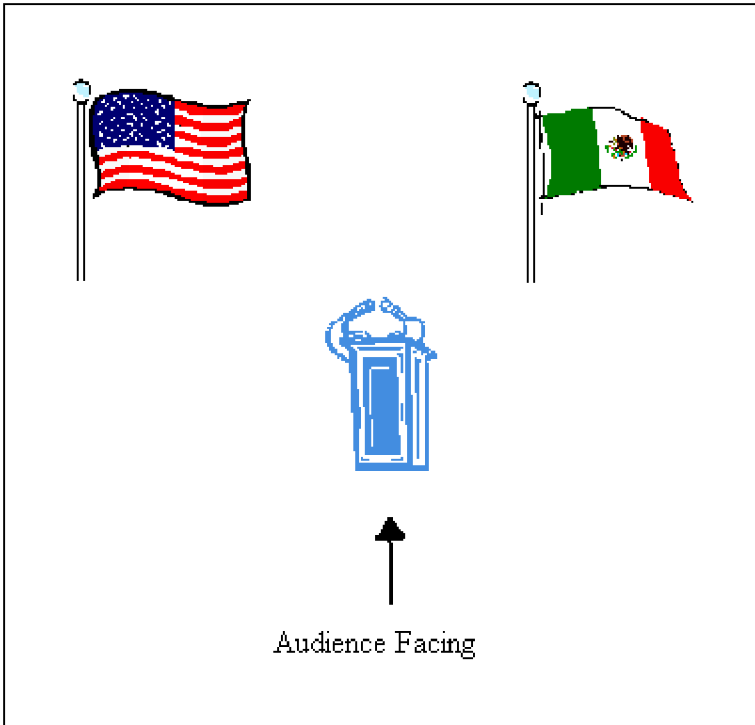


Figure 2. Simple Flag Presentation



Note the proper precedence of flags for an event in which Australia, Iceland, and Zimbabwe need to be represented.

- The US flag must always be displayed in the place of honor, to the speaker's right (audience's left).
- Other nations are placed to the US flag's left, alphabetically.
- The state flag follows to the left of the nation flags, and the university flag follows the state flag.

Miniature/Table Flags

For a small luncheon or dinner, table flags demonstrate a gesture of respect for your international guest's home country. The IECP office has miniature flag stands and wide array of miniature table flags available.



Chapter III: Dining and Seating Arrangements

Seating Arrangements

When planning a formal luncheon or dinner, it is often necessary to predetermine table seating for your guests.

Assigned Seating

Guests are assigned a specific seat at a specific table. Traditionally, the host or hostess of the event would be seated at the head of the table, with the guest of honor to his or her immediate right. All other guests should be seated in descending order of precedence. Assigned seating is common practice for head tables at an event; likewise, alternating seating between men and women is common practice, but it is not necessary. One should take care not to have a table dominated by either sex if possible. For seating diagram samples please see Figs.3 and 4. For Precedence List: <http://www.ips.uiuc.edu/iecp/protocol/references.php>

Seating by Table

Another option is to seat guests by table only. In this case, guests would be assigned to a certain table, but would choose their own seat at the table. When seating by table it is necessary to provide your guests with a list specifying to which table they are assigned. Make sure all tables are clearly marked.

Menu Selection

If you must make menu selections, be aware of religious considerations and dietary restrictions. Consult your visitor's office to find out about any dietary restrictions.

Place Cards

Place cards should be used for assigned seating.

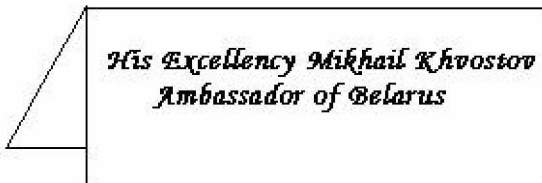


Figure 3. Circular Table Arrangement

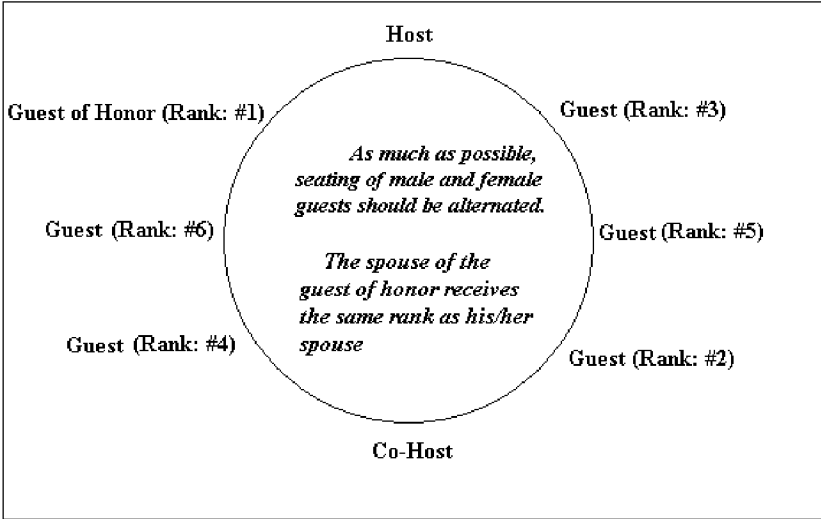
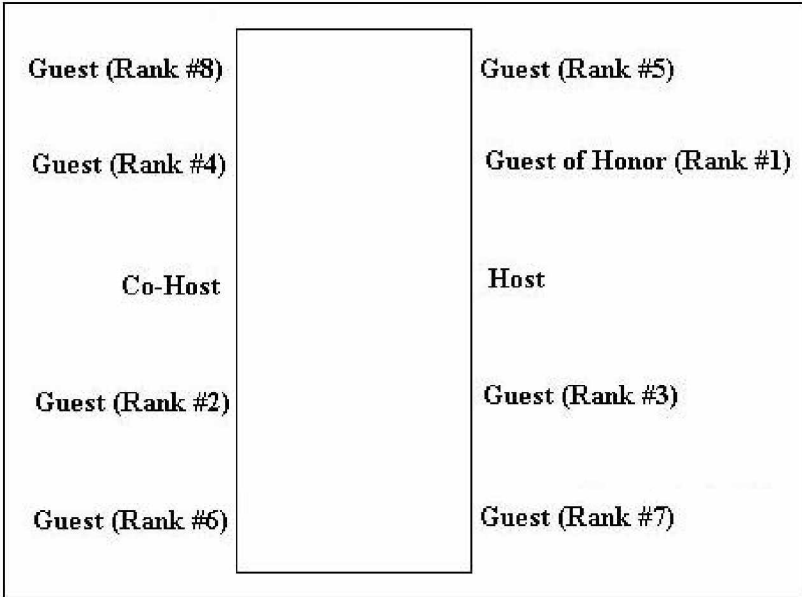


Figure 4. Rectangular Table Arrangement



Please Note:

Seating guests in descending order of rank and according to protocol can be a complex art. Please don't hesitate to contact the Office of International Engagement, Communications, and Protocol for help with seating arrangement. See contact insert for contact information.

Toasts

Toasts are appropriate at a wide range of occasions. Customarily, toasts are only offered at evening functions (receptions and dinners), but may be offered at other times.

A toast is a gesture of honor proposed to a person or organization (such as the President of the United States) prior to, during, or at the conclusion of a meal. Normally, at formal dinners you will see toasts offered when the dessert is served. Champagne is a favorite beverage for toasting, but any wine is appropriate. You would not offer a toast with a mixed drink or after dinner liqueur. A toast is rendered to the guest of honor by the host of the dinner or luncheon. The toast usually begins with a welcome to the guest of honor. If the guest is accompanied by his or her spouse, you may refer to the spouse in the toast.

Formal Toasts

- Formal toasts are to: the colors, or the heads of state of allied countries represented (deferring by seniority of those present) or to the President of the United States. After the formal toast, the host may ask everyone to be seated and then toast the guest, if desired.
- The subject of the toast is always based upon the type of occasion. Those offering a toast, man or woman, should stand and raise the glass in a salute while verbalizing the expression of good will.
- The person to whom a toast is being given does not partake of the wine or other beverage at the time the guest lift their glasses in his or her honor. A word of caution: ensure everyone's glass is charged with the appropriate beverage prior to proposing a toast. Before the toast the host may say "Ladies and gentlemen, please charge your glasses."

- The honoree usually remains seated. After everyone sits down, the guest may rise and thank the host, offering a toast in return. Once seated the guests should take cues from the hosts, i.e., stand when they do.

Toasts to Foreigners

When giving toasts to foreigners, the text may include the accomplishments of the guest of honor – ties between his or her country and the United States – the hope and prospects for continued good relationships. Often the historical background of the visitor’s country is touched upon, especially with reference to former relationships with the United States. At the end of the remarks, the official giving the toast will ask, “Will you stand and join me in a toast to His Excellency (name), President of (country),” or “His Excellency the President of (country),” or “The President of (country).”

KING: “His Majesty King _____”

QUEEN: “Her Majesty Queen _____”

PRESIDENT: “His Excellency _____, President of _____”

PRIME MINISTER: “His Excellency _____, Prime Minister of _____”

AMBASSADOR: “His Excellency _____, Ambassador of _____”

Where there are strained relations with a country, the basic concept in toasting is to mention friendship between two peoples, improved relations, and toast all those who are present – and hope they enjoy their visit.

Whether the guest of honor is an ambassador or a representative of a foreign government, the toast is always drunk to the Chief of State or Head of Government.

If possible, the national language of the guest of honor should be used during a toast. When this language cannot be used, another language known to both speakers is chosen or interpreters can be used.

Toasts are always to individuals, never to places or things.

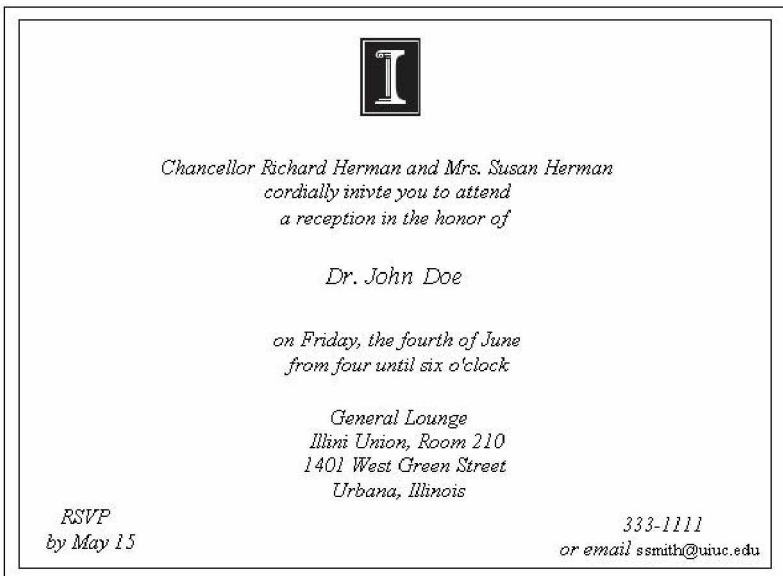
Chapter IV: Invitations

An invitation will create the first impression a guest will have of your event. The design of your invitation should therefore be considered carefully with respect to the kind of image you would like to display.

The first step is to compose the proper wording. All invitations should include basic information such as who, what, where, and when. Feel free to add additional information that may be of use to your guests, such as a phone number or email address to RSVP, or information on expected dress.

The next step is to lay out the invitation with a printing company. Keep in mind the theme and formality of your event when making design choices. Above all, your final design should be attractive but readable.

Finally, assemble and mail your invitations. If you are handling a small number of invitations, or for certain types of occasions, you may wish to hand address the envelopes. This gives the invitation a more “personal” feel. Once all envelopes have been addressed, you can discuss mailing options with your local post office. Remember that larger invitations may require extra postage.



Chapter V: Protocol Reference Guides

Websites:

Office of International Engagement, Communications and Protocol
www.ips.uiuc.edu/iecp/

Online References: Official Precedence List, National Anthems, and UIUC Contact Guide (guide to specific persons within each college or academic unit who handle Protocol and International Guests)
<http://www.ips.uiuc.edu/iecp/protocol/references.php>

CIA World Factbook
www.cia.gov/cia/publications/factbook

Embassy World: Directory of Embassies and Consulates
www.embassyworld.com

Washington Diplomat: International and Diplomatic News
www.washdiplomat.com

NationMaster: Country Statistics
www.nationmaster.com

US Department of State, Information on Countries
www.state.gov/countries/

Books:

Protocol: The Complete Handbook of Diplomatic, Official, and Social Usage, McCaffree, Innis, and Sand. Dallas: Durban House, 2002.
www.usaprotocol.com

Kiss, Bow, or Shake Hands. Morrison and Conaway.
Avon MA: Adams Media, 2006.
(Cultural overviews and protocol information for over 60 countries.)