



Protocol & Diplomacy International – Protocol Officers Association
17th Annual International Protocol Education Forum
Monday, 23 July – Thursday, 26 July 2018
Omni Parker House, Boston, MA

BOSTON FORUM AGENDA

Finding Relevance in a Changing World

Unless otherwise noted, all functions are at the Omni Parker House.

NOTE: Session topics and/or day of delivery may change.

#protocolBOS18

MONDAY, 23 JULY 2018

8:00 am - 5:00 pm **PDI-POA Board Meeting**

Stowe

Noon - 6:00 pm **Forum Check In**

Mezzanine Level Foyer

5:00 pm **Welcome for Forum Guests**

Brandeis/Holmes

Leslie Lautenslager, *President, PDI-POA*

5:30 pm **New Member & First Time Attendee Orientation**

Longfellow

Leslie Lautenslager, *President, PDI-POA*

Monica Earley, *Vice President Membership, PDI-POA*

6:00 pm - 8:00 pm **Welcome Reception & Silent Auction**

Alcott

TUESDAY, 24 JULY 2018

Welcome to Boston - Day 1

HOST: David Nelson, Vice President, Continuing Education & Professional Development, Washington, DC, USA

8:00 am **Continued Forum Check In**

Mezzanine Level Foyer

8:00 am **Breakfast at your leisure**

Kennedy Room

First Floor, Lobby

9:05 am **Meet in Hotel Lobby & Walk to the Massachusetts State House**

9:45 am **Annual Forum Photo on Grand Stairway of the Massachusetts State House**

10:00 am **Welcome**

Massachusetts State House

Great Hall (Hall of Flags)

Procession of International Flags

PLENARY SESSION

Flags are Always Relevant

Dave Martucci, *Past President, North American Vexillological Association;*

Secretary/Treasurer, New England Vexillological Association

11:30 am **Depart State House and walk back to Omni Parker House**

TUESDAY, 24 JULY 2018 Continued

- 12:00 Noon** **Lunch**
Kennedy Room
First Floor, Lobby
- 1:15 pm** **Lunch Concludes**
- 1:30 pm** **BREAKOUT SESSIONS**
- Brandeis/Holmes* **The Dynamic Balance Between Confucian Traditional Etiquette and Contemporary International Etiquette of Chinese Corporate Managers**
Ling Grace Zhang, Professor, Beijing Normal University
- Longfellow* **Protocol for Foreign Militaries: One Stop Shop**
Richard McCloud, Director, Visiting Flag Quarters, Naval Support Activity Washington
- Stowe* **You Don't Really Have to Picture People Naked: The Real Ways to Become an Effective, Confident Public Speaker**
Chris Young, Senior Manager, Accenture
- Lowell/Hutchinson* **New Event Partners: Development Relationships and Managing Expectations**
April Guice, International Conference Officer, U.S. Department of State
- 3:00 pm - 3:15 pm** **BREAK**
Alcott Foyer
- 3:15 pm - 3:30 pm** **PLENARY SESSION**
Rooftop Ballroom
14th Floor **PDI-POA Mentoring Exchange Launch**
Colleen Rickenbacher, PDI-POA Mentoring Exchange Program Manager
Monica Earley, Vice President, Membership
David Nelson, Vice President, Continuing Education & Professional Development
- 3:30 pm - 5:00 pm** **A Boston Tea Party**
Tea sandwiches, scones, cream puffs and macarons will be served as part of this plenary session on tea and tea etiquette.
Cynthia Gold, Tea Sommelier, L'Espalier

FREE EVENING

WEDNESDAY, 25 JULY 2018

Welcome to Day 2

HOST: Hope Fiorvanti, PDI-POA Board Member, Jacksonville, North Carolina, USA

- 7:30 am** **Breakfast at your leisure**
Wheatley Terrace/Rooftop Ballroom
14th Floor
- 8:00 am** **Authors' Corner**
- 8:15 am** **Plenary Doors Open**
Rooftop Ballroom
14th Floor
- 8:30 am** **PLENARY SESSION**
Rooftop Ballroom **Treating People Well - Lessons Learned on the Job**
Lea Berman and Jeremy Bernard (Via Video Conference)
*Authors of *Treating People Well: The Extraordinary Power of Civility at Work and in Life**
David Nelson, Moderator

2018 BOSTON FORUM AGENDA

Please note: Topic session and/or day of delivery is subject to change

WEDNESDAY, 25 JULY 2018 continued

- 9:45 am** **BREAK**
Alcott Foyer
Mezzanine Level
- 10:00 am - 11:30 am** **BREAKOUT SESSIONS**
- Brandeis/Holmes* **Protocol and Customer Relations**
Susan Turner, Protocol & Customer Relations, Lockheed Martin Aeronautics
- Longfellow* **Relevant Assessment in a Changing Industry**
Darin Pfeifer, Executive Director, Protocol and Special Events, Drexel University
- Stowe* **Fundamentals: Names, Titles & Forms of Address**
Robert Hickey, Deputy Director, Protocol School of Washington
- Lowell/Hutchinson* **Speaking Etiquette of the Chinese**
Jiali Zhou, Professor, China Foreign Affairs University
- 11:30 am** **BREAK**
- 11:45 am - 1:00 pm** **Lunch**
Alcott Room
- 1:15 pm** **Meet in Lobby to board buses and depart for Kennedy Library and Museum**
- 1:45 pm - 3:30 pm** **White House Entertaining and Etiquette**
Kennedy Library and Museum, Smith Hall
Capricia Marshall, ambassador-in-residence for the Adrienne Arsht Latin America Center
Former United States Chief of Protocol
- 3:30 pm - 5:00 pm** **Tour of the Kennedy Library and Museum**
- 5:00 pm** **Depart to return to Omni Parker House**

FREE EVENING

THURSDAY, 26 July 2018

Welcome to Day 3

Hosts: Monica Earley, Vice President, Membership, Fort Walton Beach, Florida, USA
Robert Hickey, Vice President, Communications, New York City, New York, USA

- 7:30 am** **Breakfast at your leisure**
Wheatley Terrace/Rooftop Ballroom
14th Floor
- 8:00 am** **Authors' Corner**
- 8:45 am** **Plenary Doors Open**
Rooftop Ballroom
14th Floor
- 9:00 am** **PLENARY SESSION**
Future Forum Announcements
PDI-POA Awards Ceremony
- 9:30 am** **Ethical Considerations in Protocol**
Leigh Hafrey, Senior Lecturer, Communication and Ethics
Massachusetts Institute of Technology, Sloan School of Management

2018 BOSTON FORUM AGENDA

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THURSDAY, 26 July 2018 continued

10:45 am **BREAK**
Alcott Foyer
Mezzanine Level

11:00 am - 12:15 pm **BREAKOUT SESSIONS**

Stowe **How Protocol Drives the Creation of Inclusive Environments**
Please note: this session will be recorded
Lina Bigioni, *Chief of Staff, Office of the Chair & CEO, Regional Municipality of York*
Lisa Gonsalves, *Director, Strategies & Partnerships, Community & Health Services, Regional Municipality of York*

Longfellow **Protocol & Philanthropy: Weaving a Tapestry for Success**
Lindsay Manning, *Director, Campaign ASU 2020, ASU Foundation for a New American University*

Lowell/Hutchinson **Putting Things in Order: Best Practices for Building Your Own Precedence List**
Kim Starfield, Protocol Officer, Visits Division, Office of the Chief of Protocol, U.S. Department of State

12:20 pm **Lunch**
Alcott **Presentation of the Colors, USS Constitution Color Guard**
Mezzanine Level **Lunch is served**

USS Constitution Presentation
Nathaniel R. Shick, *75th Commanding Officer, USS Constitution Commander, United States Navy*

1:30 pm - 2:15 pm **PDI-POA COMMITTEE SIGN-UPS**
Longfellow **Communications, Robert Hickey**, *Vice President, Communications*

Lowell/Hutchinson **Education, David Nelson**, *Vice President, Continuing Education & Professional Development*

Stowe **Events, Melissa Werner**, *Vice President, Events*

Brandeis/Holmes **Membership, Monica Earley**, *Vice President, Membership*

2:15 pm - 2:30 pm **BREAK**
Alcott Foyer

2:30 pm - 3:30 pm **INDUSTRY ROUNDTABLES**
Brandeis/Holmes **MILITARY**
Hope Fiorvanti, *Protocol Director at II Marine Expeditionary Force*
Charma Retherford, *Chief of Protocol, Air Force Special Operations*

Longfellow **GOVERNMENT/SUBNATIONAL**
Lindsay Kirchinger, *Chief of Protocol & Director of Events*
Michigan Economic Development Corporation

Lowell/Hutchinson **CORPORATE**
Hope Laman, *Manager, Community and Stakeholder Relations at The Coca-Cola Company*

Stowe **EDUCATIONAL INSTITUTIONS**
Bryn MacPherson, *Assistant Vice-President, Office of the President & Chief of Protocol at University of Toronto*

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THURSDAY, 26 July 2018 Continued

3:30 pm - 3:45 pm BREAK

3:45 pm - 5:00 pm PLENARY SESSION
*Rooftop Ballroom **Please note: this session will be recorded***
14th Floor

What do You Know? A Conversation with International Protocol Officers

Panel Moderator: Jennifer Hinkson, *Senior Assistant Registrar at University of the West Indies: Cavehill, Barbados*

Saeed Al-Salkhadi, *Managing Director - Gulf & Middle East Region, The Protocol School of Washington, United Arab Emirates*

Maida Kranjc, *Protocol Assistant, U.S. Embassy Bern, Switzerland*

Michael Anthony Lilla, *Retired Court Protocol & Information Officer, Caribbean Court of Justice, Trinidad & Tobago*

Mary Staunton, *Operations Manager, President's Office, Dublin City University, Ireland*

Barb Sullivan, *Chief of Protocol, City of Toronto, Canada*

Otto Wen Quan, *Deputy Director, China Professional Committee of Protocol & Etiquette Culture*

Catherine Williams, *Lead Coordinator, Avalon International Airshow 2019, Australian Department of Defense, Air Force Headquarters, Australia*

CLOSING CEREMONY

FREE EVENING – Unless attending Closing Reception at the USS Constitution (see below)

For those who have registered for the Closing Reception...

The Closing reception is an event for Forum attendees and guests at the USS Constitution Museum. For information, check with the Registration Chair, Danny Darnell (pdipoa@gmail.com)

CLOSING RECEPTION

USS Constitution Museum

5:30 pm Board buses and depart for USS Constitution

Please note: Flat shoes are required to board the USS Constitution. No skirts or dresses please. No bags or very small ones are recommended. No large purses or bags please.

6:00 pm Arrive and move directly to a photo opportunity in front of the USS Constitution

Group tours (groups of 50)

6:10 pm Bus 1/Group 1

6:25 pm Bus 2/Group 2

6:40 pm Bus 3/Group 3

6:55 pm Bus 4/Group 4

7:55 pm Muster outside of the USS Constitution

8:00 pm Evening Colors Ceremony (Sunset 8:10 pm)

8:15 pm Begin Bus Boarding back to Omni Hotel

8:30 pm Final Bus Departs for Omni Hotel

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