

Name _____
Last First

Job Title _____

Company Name _____

Business Address _____

City _____ State _____

Postal Code _____ Country _____

E-mail _____

Business Phone _____

Business FAX _____

Special Dietary Needs: _____

CANCELLATION POLICY: A 10% service fee will be charged for all registrations cancelled after deadline.

Payment Options \$ 100 (USD)

Check (Make payable to Northern Crops Institute and must be drawn on a U.S. bank).

Credit Card Authorization:

Visa Mastercard Discover

Card # _____

Expiration Date _____

3-digit V Code _____

Name on Card _____

Signature _____

Credit Card Billing Address _____

Mail or fax this completed form to:
Northern Crops Institute
NDSU Dept. 7400, PO Box 6050
Fargo, ND, USA 58108-6050
Fax: 1-701-231-7235



About Northern Crops Institute

Northern Crops Institute (NCI) is the international center for meeting and learning about northern grown crops produced in the four-state region of Minnesota, Montana, North Dakota, and South Dakota.

Situated on the North Dakota State University campus, NCI exists as a forum to bring together customers, commodity traders, technical experts, processors and producers from all points of the globe for discussion, education, and technical service programs.

Since its beginning in 1983, Northern Crops Institute has hosted visitors from over 127 countries.

Northern Crops Institute

NDSU Dept. 7400
P.O. Box 6050
Fargo, ND 58108-6050

Phone: 1-701-231-7736
FAX: 1-701-231-7235
E-mail: nci@ndsu.edu
Physical Address:

1240 Balley Drive, NDSU

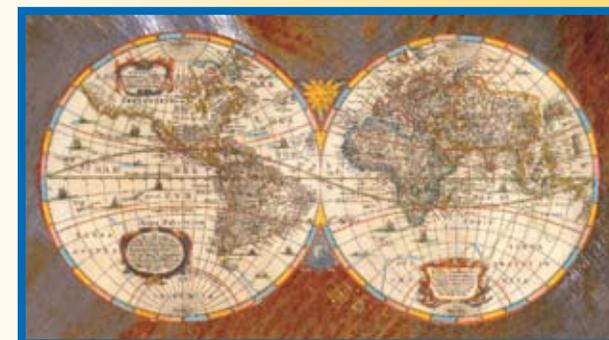
www.northern-crops.com

You Are Invited to

Protocol

Your Vital Tool in International Business

February 9, 2009



An Interactive Seminar
Presenting Sensible Strategies
to Broaden Your Global Awareness
and Increase Your Personal Diplomacy Skills

Northern Crops Institute
Fargo, North Dakota



Connecting in the Global Marketplace

Protocol

Your Vital Tool in International Business

February 9, 2009

Competition in today's international business arena has increased significantly. To compete effectively, it is imperative that protocol skills be developed and employed in addition to the use of sound business practices. Protocol is no longer relegated to the international diplomatic community alone. This seminar is for anyone whose job requires communicating, negotiating and socializing in the global marketplace.

You will learn strategies to help you compete more effectively in today's global economy—an economy that demands sharp personal skills and mental flexibility to outclass the competition.

Use protocol and personal diplomacy to tip the scales in your favor, no matter where you conduct business.

Don't miss this unique opportunity!

Seminar Topics

- **Broaden Your Global Awareness**
First Impressions - Understanding Customs, Rank and Status, Business Attire, and Business Card Protocol
- **Develop Your Strategy for Success**
Conducting research about your target country or region. Business introductions, Global Communication Skills, Titles, Gestures, Handshakes, Eye Contact, Mingling, Gift-giving, Remembering Names...and more.
- **Hone Your Dining Skills**
Whether at a business meal in the U.S. or overseas, your dining skills (or lack of them) is very telling of your upbringing and knowledge of proper etiquette. Lecture information will be put into practice during a four-course luncheon. This will give you the opportunity to enhance your dining skills while enjoying a formal dining setting. Emphasis will be placed on American and Continental styles and do's and don'ts of dining. This experience will give you the competitive edge by increasing your comfort level in any dining setting.
- **Electronic Communication**
Learn ways of projecting your competence through telephone and cell phone protocol, voice mail, teleconferencing and the use of the speaker phone.
- **Practical Business Exercises**
Practical exercises will be interspersed throughout the seminar. Regional international business leaders will share their experiences in different regions of the world.
- **Traveling in Today's World**
Travel smart, planning ahead, security, packing appropriately.

When: Monday, February 9.
Registration opens at 8:30 a.m.
Seminar begins at 9:00 a.m. sharp
and concludes at 3:00 p.m.

Where: Fargo Holiday Inn, Dakota Hall
1-29 & 13th Avenue South, Fargo, ND

Cost: \$100 US. Fee includes illustrated workbook
and four-course luncheon.

Registration Deadline: Monday, February 2.
Class size is limited. Register early.

Information and Special Requirements: Non-smoking
environment. Business dress. Contact NCI for help
with special dietary needs or physical challenges.



Berglund

Instructor:

Dr. Patricia Berglund

Corporate Etiquette and
International Protocol Consultant
Protocol for Business Consulting

Trained and certified by the
Protocol School of Washington.

Pat Berglund retired in December 2007 after 12 years
leadership as Director of the Northern Crops Institute.
She has international experience in Asia, Central and
South America, Africa and Europe and has interacted
with industry personnel from all over the world.

Increase Your Comfort Level in International Business Settings