



VIP Driving Protocol and Etiquette Training.

In today's fast-paced corporate and diplomatic world, first impressions and seamless service are not just expected but essential. Executive drivers play critical roles in ensuring that high-level guests, executives, and dignitaries experience professionalism, safety, and comfort at every stage of their journey.

This specialized training equips drivers with the skills and confidence to deliver world-class chauffeuring and VIP protocol services that reflect positively on their organizations.

Course objectives

- Understand the core principles of protocol, diplomacy, and VIP management.
- Apply best practices in official driving etiquette, convoy handling, and flag protocol.
- Demonstrate proper behavior, grooming, and posture when interfacing with highlevel personalities.
- Plan and execute VIP transportation with high precision.
- Align protocol and driver behavior with the organization's brand image and expectations.

Training goal

To equip drivers with knowledge, skills, and confidence to provide their VIP passengers a safe, comfortable, and professional transportation experience while adhering to the proper protocols and etiquette.

Course Modules

Professional Driving Skills

Master advanced driving techniques, road safety, and defensive driving tailored for executive transport.

VIP Protocol & Etiquette

Learn international standards for hosting, handling, and engaging high-profile clients and dignitaries.

Image & Grooming standards

Develop a polished personal brand through professional dress, communication, and customer care.

Journey Planning & Logistics

Gain expertise in vehicle selection, route planning, time management, and contingency preparation for seamless operations.

Security Awareness & Risk Management

Understand threat awareness, safe navigation, and emergency response protocols.

Confidentiality & Discretion

Cultivate trust by upholding professionalism, integrity, and confidentiality.

Target audience

- Executive drivers
- Personal drivers
- Transport or fleet management personnel
- HR and administration officers
- Personal assistants

Course duration **5 Days**

Course Fee **TZS 720,000** Per person

Course delivered in **English, Swahili**