



THE FUTURE OF PROTOCOL: ADAPTING TO NEW NORMS

Franz Hall
Ambassador
Ministry of Foreign Affairs
and Foreign Trade

General Considerations

- Protocol rests on hierarchy, respect, procedures and rules grounded in practice and law (Vienna Convention on Diplomatic Relations, 1961).
- Legal framework in Jamaica - Diplomatic Immunities and Privileges Act.

General Considerations

Factors forcing change:

- ▶ Reduction in time for communication
- ▶ Real-time availability of Information
- ▶ Multiplicity of information sources
- ▶ Generational Shifts



How has Protocol
Changed?

How has Protocol Changed?

Conveying Information:

- advances in communication technology and the creation of communication platforms.
- States no longer rely solely on the printing of formal correspondence.
- communication still maintains the form, language and structure of traditional correspondence.

How has Protocol Changed?

Conduct of Meetings:

- Development and increased sophistication of online platforms such as Zoom, Teams, Google meets.
- Accreditation to participate in meetings.
- Role of the Chairman in the virtual setting.
- Participation in meetings, requesting the floor, screen etiquette.

How has Protocol Changed?

Execution of Ceremonies:

- Protocol must be flexible and adaptable to new circumstances.
- Clarity of information, preservation of dignity and respect for the established rules of precedence are necessary elements.

How has Protocol Changed?

- ▶ Changing nature of Events – a shift from formal engagements solely with officials of the State, to greater focus on Event Diplomacy.
- ▶ Changing Societal Norms - changes in the general society can exert influence on the delivery of protocol.



How is Technology
Used?

How is Technology Used?

- Conduct of meetings – through various online platforms.
- Ceremonies – Conducting formal ceremonial activities virtually.
- Public Diplomacy – used by states and state actors to share information and to shape public opinion in a favourable way.
- Communicating between States – this has been made almost instantaneous, which means that this has had an impact on the working environment, with greater pressures for responding to situations within a much tighter timeframe.

DISCUSSION

What are your thoughts on this topic?