

Isabel Amaral

Protocol and Corporate Image Specialists



- . Expert in Protocol, Image and Communication.
- . President of APEP (Portuguese Association of Protocol Studies).
- . Teacher of protocol at a Master degree on Tourism in ESHTe (Estoril Superior School of Tourism and Hospitality).
- . Teacher at several universities in Portugal, Brazil and Spain, at the Foreign Affairs Diplomatic Institute in Lisbon and at the International School of Protocol and Diplomacy in Brussels.

She designed the >Studies plan and coordinated a Post-graduate course on «Image, Protocol and Events organization» that was a huge success from 2003 till 2011 (18 editions).

. Keynote speaker in more than 300 conferences in Europe, South America, Africa and Asia.

. CEO of her own company of training and coaching, Isabel Amaral Lda.

. Published two books: «Image and Success – practical guide of business protocol» (8 editions) and «Image and Internationalization – how to be successful in a global world» (two editions), as well as numerous articles about business manners and protocol for Portuguese, Spanish and Brazilian magazines.

. Received the CNCP (Brazilian Committee of Public Ceremonial) Achievement Award and AEP (Spanish Association of Protocol) Medal of Merit in Protocol, both awarded in 2006.

. She was Cultural Attaché to the Prime Minister of Portugal from 1989 to 1995.