



**IX INTERNATIONAL CONGRESS OF PROTOCOL  
XV NATIONAL CONGRESS OF THE PUBLIC CEREMONIAL  
3, 4 AND 5 OF NOVEMBER OF 2008  
GRANDE HOTEL - CAMPOS DO JORDÃO - SÃO PAULO - BRASIL**

**PROGRAM\***

**Monday 3**

**9:00 Congress Desk Opening**

Place: Convention Center Foyer - Grande Hotel

- Registration and Credentialing
- Technical Consulting and Breakfast with Experts Registration  
(according to regulations)

**9:30 Book Shop Opening**

Place: Convention Center Foyer - Grande Hotel

**10:00 Film library**

Place: Augusto Estellita Lins Room

Film: **“The Royal Wedding of the Prince of Asturias”**

Comments: Marcelo Pinheiro (Brazil) – Representation’s CNCP of Pará State Manager

Silvia Martinez (Brazil) - “Providence – Planejamento e Cerimonial” Manager

Cristiane de Souza Costa Esteves (Brazil) – Tourism and Hotel School –  
“UniverCidade” High College Professor

**11:00 Technical Consulting**

Place: “Miguel Ángel Radic” Room

- 1 - **City Hall Ceremonial** – Djair de Souza (Brazil) - Praia Grande/SP City Hall Events and Ceremonial Coordinator
- 2 - **Solemnity Scripting** - Itapuan Bôtto Targino (Brazil) – CNCP’s Advisory Committee Member
- 3 - **Inaugurations** - Ronan Ramos de Oliveira (Brazil) – CNCP for Southeast Region Coordinator
- 4 - **Municipal Legislative Ceremonial** – Úrçula Maria Vieira (Brazil) - Goiânia City Council Chief of Ceremonial
- 5 - **Graduation Solemnity** - Maria Lucia Betttega (Brazil) - Caxias do Sul University Professor
- 6 - **Judiciary Ceremonial** – Maria Claudia Guimarães (Brazil) - OAB – SP Chief of Ceremonial

**12:30 Lunch**

**14:30 Opening Address**

Place: “Jorge Blanco Villalta” Room

**Signature of the Cooperation Agreement between CNCP and ABEOC**

**15:00 Conference**

Place: “Jorge Blanco Villalta” Room



**Topic: Persuasive Speech as an Essential Tool to a Protocol Act: from Classicism to Modern Efficiency**

Lecturer: Fernando Ramos (Spain) - Doctor Professor, Director of the Complementary Course of the University of Vigo in Communication and Protocol and President of OICP's Commission of Deontología

**15:00 Lecture**

Place: Augusto Estellita Lins Room

**Topic: Wedding Ceremony Organization**

Lecturer: Vera Simão (Brazil) – Events Consultor

**15:30 Film library**

Place: Paulo Maciel Room

**Film: Hungary's President Inauguration**

Comments: Csilla Felföldy (Hungry)- Member of Hungry Association of Protocol

**16: 00 Panel**

Place: “Jorge Blanco Villalta” Room

**Topic: The Master of Ceremony and the Voice as an Instrument**

Moderator: Yvone de Souza Almeida (Brazil) - CNCP's Vocational Education Center Manager

Panelists: Athayde Alves (Brazil) – Master of Ceremony

Andréa de Campos Signoretti (Brazil) - Speech Therapist

**16:00 Lecture**

Place: “Augusto Estellita Lins” Room

**Topic: Councilmen, Mayor and Vice-Mayor Inauguration Ceremony**

Lecturer: Úrçula MariaVieira (Brazil) - Goiânia City Council Chief of Ceremonial

**17:00 Lecture**

Place: “Augusto Estellita Lins” Room

**Topic: Solemn Sessions of Medal Presentation: Creativity and Innovation.**

Lecturer: Rosana Cajuela (Brazil) - State of Santa Catarina's Legislative Assembly Coordinator of Events

**17:30 Closing Address**

**19:30 Moving to “Claudio Santoro” Auditorium**

**20:30 IX Congreso Internacional de Protocolo e**

**XV Congresso Nacional do Cerimonial Público Opening Ceremony**

Place: Cláudio Santoro Auditorium

Dress code: formal (dark suit)

**Thursday, 4**

**8:00 Breakfast with the Expert**

Place: “Paulo Victor Souza Lima” Room



- 1 - **Conclusions on I European Protocol Congress** - Jorge Daniel Salvati (Argentina) – OICP and APCRA President
- 2 - **State Military Ceremonial** – Arthur Alvarez (Brazil) – Military Police of São Paulo State Lieutenant
- 3 - **Software for Acts Organization** - Javier Carnicer (Spain) - “Cortes de Aragón” Chief of Ceremonial
- 4 - **Ceremonial and the PR interacting with Tourism** - Etna de Fagre (Venezuela) - Main Professor of “Universidad Pedagógica Experimental Libertador - UPEL”
- 5- **Stories and Comments on Ceremonial** - Victor Mendoza (Venezuela) - OICP’s Congress Department Director
- 6- **State Legislative Ceremonial** - Francklin Bezerra dos Santos (Brazil) - Legislative Assembly of Pernambuco State Chief of Ceremonial

#### 9:00 Panel

Place: “Jorge Blanco Villalta” Room

Topic: **International Organizations Ceremonial: EU, NATO and COE**

Moderator: Ambassador Eduardo Alberto Sadous (Argentina) – Academic director of the “International Center of High Capacitación”

Panelists: Alfredo Rodríguez Gómez (Spain) - Director of Protocol of the Cabinet of the Minister of the Defense

Rafael Benítez (France) Head of Protocol of Council of Europe - COE

#### 9:00 Presentation of Communication

Place: “Augusto Estellita Lins” Room

#### 9:30 Panel

Place: “Augusto Estellita Lins” Room

Topic: **Ceremonialists Fees: a controversial subject.**

Moderator: Hermínio Gonzáles Rojas (Paraguay) – 4th Vice-President of OICP

Panelists: Ricardo Carlini (Brazil) – Carlini Consulting and Specialized Communication Director

Marcelo Pinheiro (Brazil) – Representation’s CNCP of Pará State Manager

Djair de Souza (Brazil) - Praia Grande/SP City Hall Events and Ceremonial Coordinator

#### 10:30 Interval

#### 11:00 Conference

Place: “Jorge Blanco Villalta” Room

Topic: **History and Evolution of Ceremonial and Protocol.**

Lecturer: Maria Teresa Otero (Spain) - University of Sevilla Professor Doctor, Diretora da Rede Internacional de Centros Homologados da OICP’s International Centers Network Director

#### 11:00 Panel

Place: “Augusto Estellita Lins” Room

Topic: **Judiciary Precedence**

Moderator: Dr. Alexandre Alves Lazzarini, (Brazil) - São Paulo Central Civil Court Head Judge



Panelists: Florêncio Beserra Fiho (Brazil) – State of Mato Grosso Court of Justice Ceremonial  
Hugo de Faria Almeida (Brazil) - OICP and CNCP Consulting Counselor  
Francklin Bezerra dos Santos (Brazil). - Legislative Assembly of Pernambuco State  
Chief of Ceremonial

### 11:00 Film library

Place: Sala Paulo Maciel Room

Film: **“Presentation of Letters of credence to His Majesty the King of Spain and State Visits to Spain.”**

### 11: 00 Technical Consulting

Place: “Miguel Angel Radic” Room

1 - **Fundamental Stone** – Elizete Ferraz (Brazil) - CEAD Manager

2 - **Brazilian National Symbols** – Fredolino Antonio David (Brazil) – CNCP's Ethics Council Member

3 - **Corporate Ceremonial** – Edvalda Bonfim (Brazil) - Bahia's ECT Regional Office Business Events Coordinator

4 - **Invitation Design** – Sara Gomes (Brazil) - Writer Specialist in Ceremonial Organization of Events

5 - **Wedding Processionals** – Silvia Martinez (Brazil) - “Providence – Planejamento e Cerimonial” Manager

6 - **Sports Events Opening Solemnity** – Gerardo Correas (Spain) – Vice-president of “Escuela Internacional de Protocolo – EIP” and President of “NHV- Eventos a Medida”

### 12:00 Event Official Picture

Place: Hotel Garden

### 12:30 Lunch

### 14:30 Panel

Place: “Jorge Blanco Villalta” Room

Topic: **Graduation Ceremonies: uses and customs.**

Moderador: Flávio Benedito Viana (Brasil) – Diretor Financial director of the CNCP

Panelists: Fernando Ramos Fernando Ramos (Spain) - Doctor Professor, Director of the Complementary Course of the University of Vigo in Communication and Protocol and President of OICP's Commission of Deontología

Yvone de Souza Almeida (Brazil) - CNCP's Vocational Education Center Manager

Etna de Fagre (Venezuela) - Main Professor of “Universidad Pedagógica Experimental Libertador - UPEL”

### 14:30 Panel

Place: “Augusto Estellita Lins” Room

Topic: **Ceremonial in Corporate Strategy for Making Business in China.**

Moderator: Isabel Amaral (Portugal) – 3rd Vice-President of OICP e President of Portuguese Association for Protocol Studies APEP

Panelists: Blanca Ruiz Rojo (Spain) - X International Protocol / Research



Elias Feito Sanches (Spain) - XInternational Protocol / Research

### 15:30 Interval

### 16:00 Panel

Place: “Jorge Blanco Villalta” Room

Topic: **Ceremonial for Company Modernization and Results Improvement.**

Moderator: Gerardo Correas (Spain) – Vice-president of “Escuela Internacional de Protocolo – EIP” and President of “NHV- Eventos a Medida”

Panelists: Guillermo D’Aiello (Argentina)- “Estudio D’Aiello Imagen. Organización de Eventos” Manager

Marisa Canton (Brazil) - Getúlio Vargas Foundation Professor Doctor, Events Brazilian Academy Member

### 16:00 Panel

Place: “Augusto Estellita Lins” Room

Topic: **Swearing the pledge ceremonial by the Presidents in the Latin-American Countries.**

Moderator: Héctor Marcovechio (Argentina) - Audience Head Director - Argentinian Nation Presidency”

Panelists: Julio César Díaz Ojeda (Venezuela) – “Asociación de Profesionales del Ceremonial y Protocolo de Venezuela” Vice-President

Micheline Nassar (República Dominicana) – Congress Chief of Ceremonial

### 16:00 Film library

Place: Paulo Maciel Room

Film: **“Vatel – A Banquet for a King”**

### 17:00 Panel

Place: Augusto Estellita Lins Room

Topic: **Mourning Honours**

Moderator: Luis Fernando Ribeiro Sotelo (Brazil) – Member of the Commission of Studies and Research of the CNCP

Panelists: Florêncio Beserra Fiho (Brazil) – State of Mato Grosso Court of Justice Ceremonial

Fredolino Antonio David (Brazil) – CNCP’s Ethics Council Member

### 18:00 Closing Address

### 21:00 CeremoniArts

Place: Tomas Chávarri del Rivero Room

Entertainment Show presenting ceremonialists artistic talents

## Wednesday, 5

### 8:00 Breakfast with Experts

Place: “Paulo Victor Souza Lima” Room





- 1 - **Experiences of the Official Ceremonial** - Sergio Grillo (Argentina) – Chief of Ceremonial for the Argentinian Government Presidency
- 2 - **Legislative Solemn Sessions** - Regina Célia de Almeida El Rafih (Brazil) – Director of State of Rondônia Legislative Assembly Department of Ceremonial
- 3 - **Ceremonial Logistics** - Herminio González Rojas (Paraguay) – 4th OICP Vice-President
- 4 - **Academic Costume Code** - Marcílio Reinaux (Brazil) - ABCBP President
- 5 - **Venezuela's Judiciary Ceremonial** – José Antonio Bianco Alaimo (Venezuela) – Chief of Public Relations Department of Venezuela's Justice Supreme Court.
- 6 - **Ceremonial and the Political Image** – Alejandro Negro (Argentina) – Director of Institutional Relations and Ceremonial of the “Ministerio de Trabajo, Empleo y Seguridad Social de la Nación”

#### 9:00 Lecture

Place: “Jorge Blanco Villalta” Room

Topic: **Latin America and Caribbean Summit Meeting with European Union**

Lecturer: Embassador Jaime Stiglich (Peru) - General consul of Peru in São Paulo

Ministry Fortunato Ricardo Quesada Seminario (Peru) - Director of Ceremonial of the “Ministry of You relate Exteriors”

#### 9:00 Lecture

Place: “Augusto Estellita Lins” Room

Topic: **The Organizational Alchemy in the Events**

Lecturer Dirceu Moreira (Brazil) – Human Resources Consultant

#### 9:45 Lecture

Place: “Augusto Estellita Lins” Room

Topic: **Dress codes - Current Denomination and Trends of Fashion in the Global World**

Lecturer: Claudia Matarazzo (Brazil) Journalist, Specialist in Etiquette and Behavior and Head of the Ceremonial of the Government of the State of São Paulo.

#### 10h30 Interval

#### 11:00 Conference

Place: “Jorge Blanco Villalta” Room

Topic: **Emblematic Venues add value to Ceremonies: The Treaty of Lisbon**

Lecturer: Isabel Amaral (Portugal) – Vice-president 3<sup>rd</sup> of the OICP and President of the Portuguese Association of Studies of Protocol - APEP

#### 11:00 Panel

Place: “Augusto Estellita Lins” Room

Topic: **Ceremonial and its Contribution to Sustainable Development**

Panelists: Carlos Fuente Lafuente (Spain) – Head of Protocol of “Príncipe de Asturias” Foundation, President of EIP and “Academia Internacional de Protocolo de OICP”

Ariel Dulevich Uzal (Argentina) - Argentina's Presidency Subsecretary of Tourism



### 11:00 Film library

Place: "Paulo Maciel" Room

Film: **"The Queen"**

### 11:00 Technical Consulting

Place: "Miguel Ángel Radic" Room

1. **College Ceremonial** - Marcílio Reinaux (Brazil) – ABCP President
2. **Covenants Signing** – Luis Fernando Ribeiro Soutelo (Brazil) – CNCP's Member of the Commission of Studies and Research
3. **State Visits** - Héctor Marcovechio (Argentina) - Head Director of Audiences - Argentinian Nation Presidency
4. **Corporate Events Organization** – Eduardo Salazar (Brazil) - Public Relations Consultants and Chief of Cerimonial of CHESF
5. **Wedding Decoration** - José Augusto Pestana (Brazil) – Assessor of Institutional Relations of the CNCP
6. **Dress codes** - Claudia Matarazzo (Brazil) Journalist, Specialist in Etiquette and Behavior and Head of the Cerimonial of the Government of the State of São Paulo.

### 12:30 Lunch

### 14:30 Lecture

Place: "Jorge Blanco Villalta" Room

Topic: **The Challenges of Organizing a Major Event – Zaragoza's Fair 2008**

Lecturer: Javier Carnicer (Spain) - Chefe de Cerimonial das "Cortes de Aragón"

### 14:30 Panel

Place: Augusto Estellita Lins Room

Topic: **The Teaching of Ceremonial and Protocol for the Ceremonialist Studies**

Moderator: Jorge Daniel Salvati (Argentina) - President of OICP and APCRA

Panelists: Julia Redick (Paraguay) - President of "Comité Paraguayo de Profesionales en Ceremonial"

Gerardo Correas (Spain) – Vice-president of "Escuela Internacional de Protocolo – EIP" and President of "NHV- Eventos a Medida"

Kilda Esther Pitty Gonzáles (Panamá) - Director of the "Diplomee International en woollen Ceremonial y Protocol Universidad de Santa María".

Jorge Vidaurreta (Argentina) – Head of Protocol of Buenos Aires City Hall and Head of "High Institute of Protocol of Argentina Republic

Silvio Lobo (Brazil) - President of CNCP's Council of Ethics

### 15:30 Interval

### 16:00 Conference

Place: "Jorge Blanco Villalta" Room

Topic: **Evolution and Tendencies in Protocol and Ceremonial in European Union and its Member States.**

Lecturer: Carlos Fuente Lafuente (Spain) – Head of Protocol of "Principe de Astúrias" Foundation, President of EIP and "Academia Internacional de Protocolo de OICP"



**16:00 and 16:30 Presentation of Communications**

Place: Augusto Estellita Lins Room

**16:00 Film library**

Place: Paulo Maciel Room

Film: **Treaty of Lisbon Ceremony**

**17:00 Conference**

Place: Jorge Blanco Villalta” Room

Topic: **Ceremonial and Protocol: Pillars of Universal Harmony**

Lecturer: Nelson Speers (Brazil) – OICP’s President of Honor

Special Guests: Marcílio Reinaux (Brazil) – President of ABCP

Brasilia de Arruda Botelho (Brazil) – President of CNCP’s Consulting Council

Eliane Ubillús (Brazil) – OICP 2nd Vice-President, Chief of Ceremonial of Campos do Jordão City Hall and CODIVAP

Ronan Ramos de Oliveira (Brazil) – CNCP for Southeast Region Coordinator

Hugo Faria de Almeida (Brazil) – OICP and CNCP Consulting Council Member

**18:00 Closing Address**

**20:30 Congresso Internacional de Protocolo and XV Congresso Nacional do Cerimonial Público Closing Ceremony**

Place: “María Carretero” Events Hall

CNCP Chairboard Inauguration

Outfit: Social

\* May be object of sudden changes without previous warning.