

# PROTOCOL MANUAL

JULY 2016



# **SKÅL INTERNATIONAL PROTOCOL MANUAL**

## **WHY DO WE HAVE A PROTOCOL MANUAL?**

**1.1** In an organisation as diverse as Skål with its many national and cultural differences we need guidelines to help us operate. Many questions are often asked by Clubs, National/Area Committees and others, on how best they should honour visiting dignitaries of Skål they invite to their events and indeed about the conduct of their own meetings.

**1.2** The word 'Protocol' often worries and confuses people. It need not. Protocol in the dictionary is described as "diplomatic etiquette" or in other words, in its simplest form - just good manners. It is a physical demonstration on how we like to treat honoured guests, and make them feel comfortable, when they visit our home.

**1.3** To be successful it needs to be organised and controlled.

**1.4** The manual seeks to give general guidelines on the protocol to be adopted within Skål. It must be related to the local requirements in any particular country but if the Skål Protocol Manual is used as guidance, then embarrassments and even possibly offence will be avoided. It is for the use of all levels of the Skål Organisation.

**1.5** The manual does not only cover protocol but, in addition, other items affecting our Skål life together. The Manual includes:

- A. INVITATIONS TO SKÅL EVENTS
- B. SUGGESTED PROTOCOL AT AN EVENT
- C. CHARTER NIGHT OF A NEW CLUB
- D. SKÅL AND THE SKÅL TOAST
- E. SKÅL INSIGNIA
- F. WHEN SKÅL INTERNATIONAL IS TO BE USED
- G. CONDUCT OF MEETINGS
- H. SKÅL INTERNATIONAL ANTHEM

**1.6** Another useful reference document is the 'What is Skål?' booklet which sets out the background and purpose of the Skål Movement.

## **INVITATIONS TO SKÅL EVENTS**

### **1. INVITATIONS INVOLVING SKÅL INTERNATIONAL**

**A.1.1.** Anyone wishing to invite officially only one member of the Executive Committee of Skål International must send the invitation to the International President. If the President is unable to attend and believes that a deputy would be appropriate, the invitation will be passed on to one of the two Vice Presidents or, if necessary, after consulting with the inviting authority, to one of the members of the Executive Committee. In this case, the Executive Committee member will represent the President officially and will be considered the highest authority of Skål International at the event.

**A.1.2.** If, in addition to inviting the International President, or appointed deputy, the authority extending the invitation, wishes to invite any other member(s) of the Executive Committee or the President of the International Skål Council then this may be sent directly to the person concerned, but the International President must also be informed that the invitation has been issued.

**A.1.3.** Anyone wishing to invite the Secretary General or other member of the General Secretariat, will ask the International President, who will decide.

## **2. INVITATIONS TO OTHER SKÅL/CIVIL ETC. AUTHORITIES**

*a.* Where members of Skål International are also invited

**A.2.1.** Invitations are at the sole discretion of the authority issuing the invitations. However, the President and any other invited members of Skål International should be informed about the issuing of these invitations so that they are aware of whom they are likely to have the pleasure of meeting and may be prepared accordingly.

**A.2.2.** Similarly any local dignitaries invited should be aware of the International/National/Area/Local Skål dignitaries who will be present and who they will meet.

*b.* Where no members of Skål International are involved

**A.2.3.** Invitations and how they are issued, are at the sole discretion of the authority issuing the invitations. It is recommended that National/Area Committees and individual Clubs develop, for their own use, procedures related to the guidelines in this document and their own National/Local circumstances and traditions. Within Skål the officials to whom an invitation is directed change between the issuing of the invitation and the event and to avoid possible embarrassment it is suggested that invitations be sent from Secretary to Secretary, indicating clearly to whom the invitation is addressed.

## **3. GENERAL COMMENTS**

**A.3.1.** When an invitation is issued, as far as possible, it should cover the following:

- the length of stay.
- the financial condition of the stay, transport, accommodation, meals etc.
- whether the spouse is also included in the invitation.
- the suggested dress e.g. business suit, dinner jacket, smart-casual, casual etc., for any particular function.
- if and when Skål regalia is to be worn.
- names and titles of other authorities attending with, if appropriate, the correct form of address, where civic or other authorities are involved.
- the outline format of the programme and whether any formal speeches will be required.

# **SUGGESTED PROTOCOL AT THE EVENT**

## **1. WHEN SKÅL INTERNATIONAL IS INVOLVED**

**B.1.1.** The President of Skål International (or the person official designated to represent the President) should be met on arrival at the airport, railway station, etc. by the President of the organising authority.

**B.1.2.** Similar courtesies should also be offered to any other member of the Executive Committee or President of the International Council who may have been invited.

**B.1.3.** When invitations are extended to other dignitaries, special attention should also be given to them related to the local circumstances.

**NOTE:** The Protocol at the Skål World Congress is contained in and operated in accordance with the Congress Manual.

## **2. WHEN SKÅL INTERNATIONAL IS NOT INVOLVED**

**B.2.1.** Similar courtesies as that contained above should be extended to Skål and other officials that are subject to an official invitation.

**B.2.2.** Here also it is recommended that each National/Area Committee and individual Clubs develop, for their own use, procedures related to the guidelines in this document and their own National/Local circumstances and traditions.

## **3. INTRODUCTION OF SPEAKERS, ETC.**

**B 3.1.** It should be part of the protocol of any Club, National, Area or International event that when addressing the assembled persons any official position within Skål should be recognised, taking into account the Ranking Order shown below. It should be noted that it is the position not the actual person who is being recognised.

**B.3.2.** This simple form of etiquette adds to the dignity of the occasion and the prestige of Skål especially to strangers who may be present. It also saves any possible embarrassment to our organisation or to individuals holding such positions, whether at International, National, Area or Club levels.

## **4. GENERAL**

**B.4.1.** Unless local customs dictate otherwise, it is recommended that:

- the persons seated at the host's table, enter the dining room after the other participants have been seated.
- if speeches are required, the guest of honour should be the last speaker.
- where other authorities (such as Ministers or their deputies; Provincial Governors; Mayors or any other local authority) are also invited then the organisers will ensure a quality and quantity balance between these authorities and the Skål authorities, taking local protocol into account.

- It is courteous to ensure that all official guests whether Skål or other, are fully briefed on the local programme protocol and their involvement in the proceedings.

## **RANKING ORDER IN SKÅL**

### *(1) General Ranking Order.*

1. President of Skål International.
2. Vice Presidents of Skål International (by seniority)
3. Directors of Skål International (by seniority)
4. Honorary Presidents of Skål International (in alphabetical order of the French language)
5. President of the International Skål Council
6. Past-Presidents of Skål International (in alphabetical order of the French language)
7. Membres d'Honneur (in alphabetical order of the French language)
8. Skål International Auditors (by seniority)
9. Deputy Auditors of Skål International (by seniority)
10. Vice Presidents of the International Skål Council. (by seniority)
11. Presidents of the National/Area Committees (in alphabetical order of the French language)
12. International Skål Councillors (in alphabetical order by Country according to the French language)
13. Presidents of the Clubs (by seniority of Club number)

### *(2) Events organised by a National or Area Committee*

Note: For seniority order within each group, see General Ranking order.

1. President of the inviting National/Area Committee
2. President of Skål International (or official deputy)
3. Vice Presidents of Skål International.
4. Directors of Skål International
5. Honorary Presidents of Skål International
6. President of the International Skål Council
7. President of the local Club.
8. Past-Presidents of Skål International
9. Membres d'Honneur of Skål International.
10. Skål International Auditors
11. Deputy Auditors of Skål International
12. Vice Presidents of the International Skål Council
13. Presidents of the National/Area Committee
14. International Skål Councillors
15. Presidents of the Clubs invited

### *(3) Events organised by a Skål Club.*

Note: For seniority order within each group, see General Ranking order

1. President of the inviting Club
2. President of Skål International (or official deputy)
3. Vice Presidents of Skål International
4. Directors of Skål International
5. Honorary Presidents of Skål International

6. President of the International Skål Council
7. President of the National Committee.
8. President of the Area Committee (if applicable)
9. Past Presidents of Skål International
10. Membres d'Honneur of Skål International
11. Skål International Auditors
12. Deputy Auditors of Skål International
13. Vice Presidents of the International Skål Council.
14. International Skål Councillors.
15. Presidents of the Clubs invited (by seniority of Club number)

**B.4.2.** Where a member of a Club holds an official office outside their own Club, (i.e. at National/Area/International Council/Executive Committee level) then this should be suitably recognised at formal events organised by the Club according to local circumstances and taking into account the wishes of the individual concerned. Often the wearing of Skål insignia by such members can add to the dignity of an occasion especially when other visiting Skål members or non-members are present and this should also be taken into account by the Officers of the individual Clubs at their meetings.

#### *(4) Introduction of new Skål members*

**B.4.3.** The introduction of new members to Skål should be treated as a moment of importance to both the individual and the life of the local Skål Club. As a minimum, at the member's first meeting the President (or other nominated member) should introduce the new member to those present and formally present their Skål Badge, Skål International Membership Card (if received) and other items that may be given to a new member according to local circumstances.

## **CHARTER NIGHT OF A NEW CLUB**

**C.1.** The official inauguration of a new Club into the Skål Movement and its international inauguration should be a moment to be remembered with pride.

**C.2.** The site of the ceremony should be carefully chosen, large enough for the proceedings and the meal arrangements and should also be a reflection of the status of Skål in the local community. Any necessary public address facilities should be provided.

**C.3.** If the President of Skål International or a representative is present they will present the Charter to the new Club. The general ranking order will apply.

**C.4.** If there is no official Skål International representation then the ranking order for an event organised by a National Committee will apply and the Charter presented by the highest ranking Skål National Officer.

**C.5.** In the case of a Club affiliated directly to Skål International it is usual for the ceremony to be presided over by a Skål International official.

(a) Ceremony.

**C.6. At the start of the formal inauguration proceedings, a spokesperson for the new Club, welcomes in a few words, the Skål dignitaries and other local dignitaries who may be present.**

**C.7.** The highest ranking Skål official presents the framed Charter to the founder members of the Club and hands the Charter to the Club Secretary.

**C.8.** The Club, now being officially founded, the highest ranking Skål Official then takes the Presidential chain and places it around the neck of the elected founder President. This begins the term of office of the new President.

**C.9.** The President of the new Club then presents all the founder members with their Skål badges and their Skål International membership cards and makes a brief speech.

**C.10.** Other persons, local authority, etc., may speak. No one should make a speech, after that of the International President or the official representative, or in the case of their absence, the National President or highest ranking National official.

**C.11.** It is suggested that all the formalities are completed before the dinner commences enabling all present to relax and enjoy the atmosphere of the inaugural dinner of the new Club.

**NOTE:** The President's chain is normally provided by the General Secretariat. In some countries, however, it is the practice for the National Committee to offer the new Club a Presidential Chain of Office and this should be presented with due ceremony to the person making the inauguration as in paragraph C.-8. Other memorabilia is often presented as part of the Clubs accoutrements by other persons and this is also acceptable.

## **SKÅL AND THE SKÅL TOAST**

**D.1.** There is often some confusion on the origin of the meaning of the word Skål and the Skål Toast.

**D.2.** Skål is a word whose meaning is felt more readily than it is. It incorporates all the feelings expressed in our worldwide Skål Toast shown in paragraph D.4.

**D.3.** Previous research by Scandinavian Skålleagues has appeared in articles in Skål News. This research has shown that:

"The word Skål is of old Swedish origin and was, among other things, a drinking bowl of varied shapes. Made of wood - glass would have been too dangerous in those days of violent social habits - they were known as Skålar. As a logical consequence they said Skål when they drank to each other, before becoming quite unruly.

But the Skål ritual also had attached much importance and serious significance. Despite religious disapproval in the 17th Century, about the so-called "master of the house toast", Swedish Canon law of 1686 gave it its blessing. According to the law it was to take place at the beginning of the wedding dinner 'before noise and manners arise' - meaning - 'before sitting down to dinner'.

Without any doubt Skål customs in former times had a much more serious meaning than today. In medieval society the vassals sealed their oaths to the king or feudal lord with the toast 'Skål'.

The custom was common in all areas of Scandinavia.

**D.4.** However, for all Skålleagues, the Skål toast should have a deep significance symbolising a deep sentiment of friendship, which becomes stronger with every passing day. It should be recognised by all members worldwide. It has been adapted, over the years, to meet the needs of the Skål Movement. In various countries it is used in different forms. However, by custom, the Skål worldwide toast is:

**"To fellow Skålleagues everywhere - Happiness; Good Health; Friendship; Long Life - Skål'.**

**« Pour tous nos amis Skållègues où qu'ils soient – Bonheur ; Santé ; Amitié ; Longue Vie ; Skål! »**

**“A los compañeros Skålegas de todo el mundo; Salud; Amistad; Larga Vida; Felicidad; - ¡SKÅL!**

**D.5.** Practises vary, in some countries the toast is given at the beginning of an event, in other countries it is during an event and in others it marks the dividing line between formality of an event and the relaxation - all are acceptable. What is important is that this toast should be recognised as an important part of the formalities of any gathering and recognition that we are part of a worldwide family of friends. Consequently the highest Skål authority present should propose the worldwide Skål Toast. The Skål toast can be given in any of the three official languages and if the event is of an International nature should, if practical, be given in all three. Within a club the presentation of the Skål toast in the local language, suitably translated, would be permissible.

**D.6.** It loses its value and significance if roared out several times during the evening, especially when strangers to the Skål Movement are present. The official Skål toast should be presented first at any function and if it is customary to make any other form of the toast it should only be used once during the function.

**D.7.** Research into Skål customs also suggest that for several hundred years in

“Din Skål, min Skål, alla vackra flickors Skål” **meaning** “Your health, my health and the health of all the pretty girls”.

## **SKÅL INSIGNIA**

**E.1.** There are six types of official badges, provided by Skål International, that are authorised to be worn by members:

1. The blue membership badge
2. The green membership badge of Young Skål members
3. The red badge for International Councillors
4. The silver badge worn by Membres d'Honneur of Skål International
5. The gold badge worn by members of the Executive Committee
6. The gold badge with laurel wreath, worn by Past-Presidents of Skål International
7. The gold badge with laurel wreath and diamond chip, worn by Honorary Presidents of Skål

International

*E.2.* In addition and in accordance with the By-Laws, chains of office for the Presidents of Clubs, National Committees and Area Committees may be worn at all official functions provided that all the presiding officers of the host Club, National Committee, Area Committee or Executive Committee are also wearing their official chains of office.

*E.3.* Designs of the chains vary and indeed present a decorative picture of the different cultural approaches throughout the world.

*E.4* The only constraints are that any chain, or other Skål insignia, must be of suitable quality; have a Skål badge which complies with the Corporate Identity Manual; identify the Club or National/Area Committee concerned and the position it represents. Otherwise such badges or regalia, cannot be worn outside Club events.

*E.5.* When Skål material is produced, special attention should be given to the corporate design of the Skål logo, many faults are made in regard to such items as the position of engines on the aircraft, the sea, etc. For further information refer to the Skål Corporate Identity Manual.

## **WHEN SKÅL INTERNATIONAL IS TO BE USED**

*F.1.* The official title of Skål international is the 'Association Internationale des Skål Clubs (A.I.S.C.)'. In 1994, the term 'Skål International' was introduced as the operational or marketing name. It must be recognised that the latter name refers to the Movement as a total entity worldwide and indeed as marketing circumstances change so, over time, could the name whereas A.I.S.C. is timeless. The use of all titles and logos is specified in the Corporate Identity Manual and all letterheads business cards and printed material must be checked against this prior to production. If any doubts exist the Secretary General should be consulted.

## **CONDUCT OF MEETINGS**

*G.1.* The conduct of meetings will inevitably be influenced by local customs and procedures and this will be included in the Statutes at International/National/Area and Club levels. The aim must be that at all times they are conducted to the highest professional business standards and in accordance with those laid down Statutes.

*G.2.* Agendas should be compiled, motions should be properly proposed, seconded and voted upon and accurately recorded in official minutes.

## **INTERNATIONAL SKÅL ANTHEM**

*H.1.* Often Skål members are not aware that there is an international Skål Anthem. The "Skål Anthem" is used at the Opening Ceremony of the Skål World Congress and is used as an outward expression of our unity.

*H.2.* It may also and indeed should be used at appropriate formal Skål occasions throughout the world at all levels of the Skål Movement.

*H.3.* Although the words differ in the three official languages the music is the same and therefore

its use should present few problems.

**H.4.** Its history goes back to 1949, when the X Congress of Skål International was held on the Côte d'Azur. One of the highlights was the Gala Dinner at the Hotel de Paris in Monte Carlo and it was during this that the music was first played and the words were sung by the leading vocalist of the Monte Carlo orchestra. The composer was Aimé Lartigau and the work was dedicated to His Highness Prince Rainier III who had succeeded to the title five months earlier and who was very supportive of the Congress.

## SKÅL ANTHEM

Skål – union linking ev'ry land,  
Long may we prosper and expand! Health, joy and happiness our goal, Friendship fraternal!

Skål – bond of peoples understood One world wide creed and brotherhood! Joyful we sing with  
heart and soul, Heaven bless our Skål!

