



PITCH DECK





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**“People do business
with people.”**

— Simon Sinek

Protocol Group S.R.L. is a Moldovan-based company founded by Ariana Trofim, an expert with over 10 years of experience in protocol, etiquette, and international relations. Protocol Group is a unique project in the region, offering integrated services in high-level event organization, etiquette and protocol training, consulting for institutions and leaders, and coordination of international visits and delegations.

PRODUCTS AND SERVICES

At Protocol Group, we offer tailored solutions for each client, with a clear commitment to excellence and professionalism. Our highly qualified and certified team is dedicated to delivering protocol and etiquette services at the highest international level, ensuring that every detail aligns with global standards

BUSINESS ETIQUETTE TRAINING	EVENT PLANNING AND MANAGEMENT	HIGH-LEVEL PROTOCOL CONSULTING	GOVERNMENT RELATIONS SUPPORT	IMAGE CONSULTING	INTERCULTURAL COMMUNICATION ADVISORY
PROTOCOL DESIGN FOR CEREMONIES, TABLE SETTINGS, AND DECORATIONS	PROTOCOL LIAISON AND SUPPORT FOR INTERNATIONAL DELEGATIONS	CEREMONIAL COORDINATION	PUBLIC SPEAKING AND OFFICIAL PRESENTATION COACHING	PROTOCOL DECORATOR-IN-CHIEF	DRESS CODE CONSULTATION - FORMAL/DIPLOMA TIC OCCASIONS
BILINGUAL PRACTICAL GUIDEBOOK ON INSTITUTIONAL PROTOCOL (RO-RU)	INSTITUTIONAL PROTOCOL TRAINING	UNDERSTANDING CODES OF CONDUCT CULTURES/ ADAPTING BEHAVIOR - INTERNATIONAL CONTEXTS	DINING PROTOCOLS (FRENCH, BRITISH, ASIAN, MUSLIM) IN BUSINESS AND OFFICIAL SETTINGS	OFFICIAL SPEECHWRITING FOR DIPLOMATS AND EXECUTIVES	GASTRONOMIC AND MENU CONSULTING, HIGHLIGHTING THE INTEGRATION OF CULTURAL DIFFERENCES

MISSION

To contribute to the professionalization of public and institutional image through high-level protocol and etiquette services, building bridges between professionalism, culture, and communication.



VISION

Protocol Group aims to become the regional leader in the field of protocol and etiquette, offering models of best practices and tailored solutions for public, private, and diplomatic sectors.





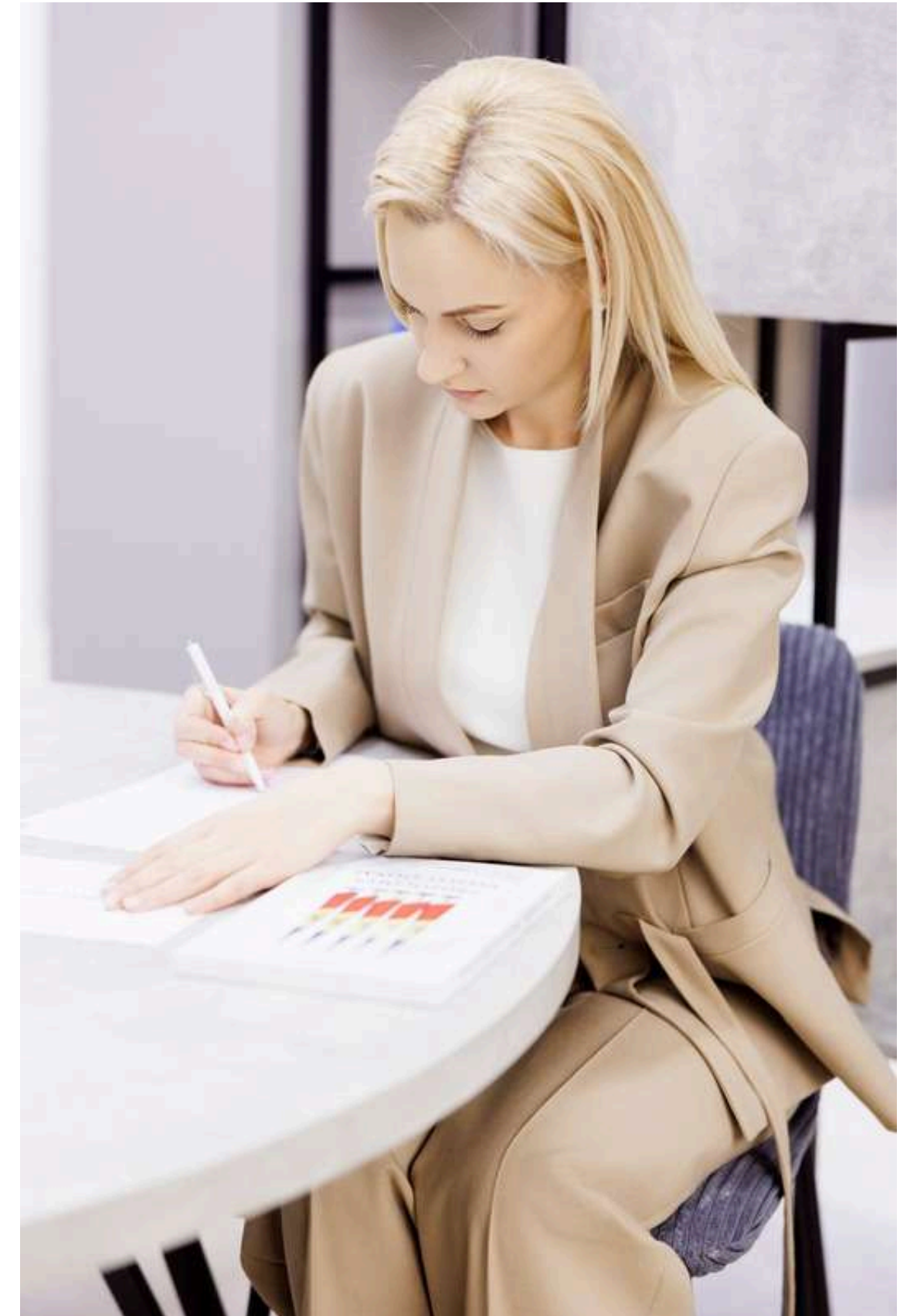
THE PROBLEM WE ADDRESS

In Moldova and the surrounding region, official events, inter-institutional relations, and communication with international partners are often affected by the lack of a clear protocol framework, which can impact both the image and the efficiency of organizations.

Insufficient preparation in etiquette and protocol frequently leads to mistakes in communication, placement, interaction, and representation.

THE NEED FOR BUSINESS PROTOCOL TRAINING AND CONSULTING

In today's professional and administrative context, etiquette and protocol are no longer optional – they are essential tools for building trust, establishing sustainable international relationships, and enabling efficient communication. Institutions and companies increasingly require expert guidance to strengthen their image and avoid errors that could affect strategic relations.



PROJECT UNIQUENESS AND INTELLECTUAL PROPERTY

Protocol Group is a unique project in the Republic of Moldova, as the only company offering integrated services in protocol, etiquette, and event organization aligned with international standards. All training materials, methodologies, and tools are developed in-house and protected by officially registered copyright.

The founder, **Ariana Trofim**, is also the author of “**Protocol Instituțional**” – the first practical protocol guide published in Moldova, available in both Romanian and Russian. This guide is used as a reference by public institutions, universities, and private companies. It reflects both national experience and international norms and is a valuable contribution to the development of a professional protocol culture in the country.



INNOVATIVE SOLUTIONS FOR PUBLIC AND PRIVATE INSTITUTIONS

- Tailored consulting for leaders and teams in behavior, speech, and professional image
- Etiquette and protocol training customized for institutional or business contexts
- Organization of events with protocol components: conferences, meetings, ceremonies
- Full coordination of official visits and international delegations
- Host preparation for high-level interactions with officials, partners, or VIP clients
- Cultural sensitivity advisory for international environments



BENEFICIARIES

Government Institutions & Regulatory Bodies:

- Ministry of Internal Affairs
- Ministry of Energy
- Ministry of Infrastructure and Regional Development
- State Chancellery of the Republic of Moldova
- Office of Reintegration Policy

Law Enforcement, Judiciary & Security Authorities:

- State Protection and Security Service (SPPS)
- National Anticorruption Center (CNA)
- National Institute of Justice
- Customs Service of the Republic of Moldova
- Central Electoral Commission
- Intelligence and Security Service (SIS)
- Union of Lawyers of the Republic of Moldova

National Regulatory Agencies & Public Services:

- AGEPI (State Agency for Intellectual Property)
- ANSA (National Food Safety Agency)
- ASP (Public Services Agency)
- ANACIP (National Agency for Quality Assurance in Professional Education)
- CNED (National Commission for Energy Development)
- Moldelectrica (Transmission System Operator)

International Organizations & Strategic Partners:

- NATO Office in Moldova

Private Sector & Corporate Beneficiaries:

- Orange Moldova
- MAIB Commercial Bank
- Foreign Investors Association
- Tirex Petrol SA
- Cricova Winery
- Castel Mimi
- Chisinau International Airport
- Moldretail Group
- Proimobil

Higher Education & Professional Development:

- State University of Moldova – Faculty of Law
- State University of Moldova – Faculty of Journalism and Communication Sciences
- School of Communication
- ELSA Moldova (European Law Students' Association)
- Upgrade Women Association

MANIFEST

55% – BODY LANGUAGE
(FACIAL EXPRESSIONS, POSTURE,
GESTURES)

38% – TONE AND VOICE INFLECTIONS

7% – ACTUAL WORDS USED

"We focus on the 55% that makes the difference. In a world where first impressions matter, non-verbal language becomes the key to professionalism and trust. We train presence, cultivate etiquette, and refine the details to ensure that every interaction is a success. When words end, body language continues to speak. And we make sure it says what it needs to."





Protocol.md proudly upholds a dedicated team that plays an indispensable role in the success of our services. We are committed to excellence in protocol, etiquette, and event management, ensuring that every detail of our engagements is meticulously executed in full compliance with international standards.

We orchestrate events with precision and unwavering attention to detail, guaranteeing that each moment unfolds seamlessly while upholding all protocol requirements with the highest level of professionalism.

OUR TEAM ORCHESTRATES

each event with a strong emphasis on adhering to international protocol and etiquette, ensuring the success and elegance of every meeting, whether it is a diplomatic event, an official ceremony, or a business engagement.



ARIANA TROFIM

**CEO & SPECIALIST IN PROTOCOL
& INTERNATIONAL AFFAIRS**

Founder of Protocol Group, with extensive experience in public administration and international affairs. She has coordinated protocol and external relations at the Presidential Administration. Certified International Consultant in Etiquette and holds multiple international certifications in diplomatic protocol and etiquette



CRISTINA CARP

**PR &
MEDIA SPECIALIST**

An expert in public relations and communication, Nicoleta oversees the PR strategy of Protocol Group, managing media relations and messaging to strengthen the company's image and enhance the visibility of our events and corporate initiatives



DANIELA CEBOTARI

**EVENT PLANNING
ASSISTANT**

Daniela provides comprehensive operational support across all event preparation phases, managing logistics, timelines, and documentation to ensure seamless coordination and the smooth, timely, protocol-aligned delivery of each event.



LINA COVRIJENCO

**COMMUNICATION
SPECIALIST**

Lina manages external communication across written content, media platforms, and online portals, ensuring that Protocol Group's messages are conveyed clearly, consistently, and in line with the company's high professional standards



NICOLETA COROLEȚCHI

**PROTOCOL & EVENTS
COORDINATOR**

Nicoleta coordinates official and diplomatic events with precision and professionalism, ensuring flawless execution and strict adherence to protocol standards. Her expertise contributes to maintaining the Protocol Group's hallmark of elegance and excellence



DANIEL GĂINĂ

**DELEGATIONS TRANSPORT &
LOGISTICS COORDINATOR**

Daniel oversees client engagement, service development, and all transport and logistics arrangements for delegations, ensuring proposals and mobility operations are efficient, timely, and fully aligned with strategic and protocol standards



PROTOCOL ASSISTANTS

TABLE SETTING ETIQUETTE ACCORDING TO SAVOIR-VIVRE PRINCIPLES

**APPLICABLE FOR ANY EVENT*

Strategic Table Layout Planning – Designing seating arrangements that reflect hierarchy, diplomacy, and guest relations

Global Dining Protocols – Application of French, British, Asian, Continental, and Muslim etiquette frameworks

Precision Setup – Professional alignment of chairs, cutlery, and tableware to ensure visual harmony and compliance

Stylistic & Ceremonial Presentation – Curating diverse table settings for formal, diplomatic, and state occasions

Floral & Visual Coordination – Integration of décor elements aligned with international protocol and aesthetic standards



CASE STUDY

Date & Venue:

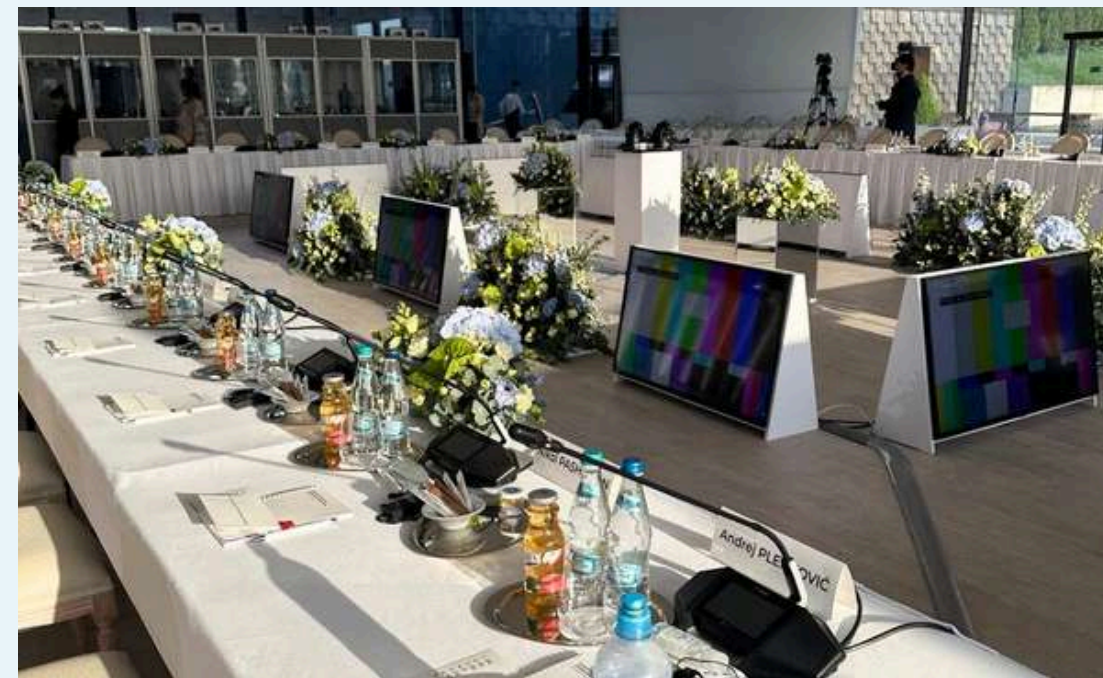
01 June 2023, Castel Mimi,
Bulboaca, Moldova

Occasion:

European Political
Community (EPC) Summit

Protocol Group Role:

- Strategic consultation on the selection of tête-à-tête meeting spaces
- Advisory services on floral arrangements and tea and coffee service protocols
- Full protocol and etiquette consultancy provided to the Castel Mimi team
- Concept development and coordination for the official Guest Book project
- Training and briefing of assistants responsible for the Guest Book signing process, ensuring proper protocol execution for each Head of State





CASE STUDY

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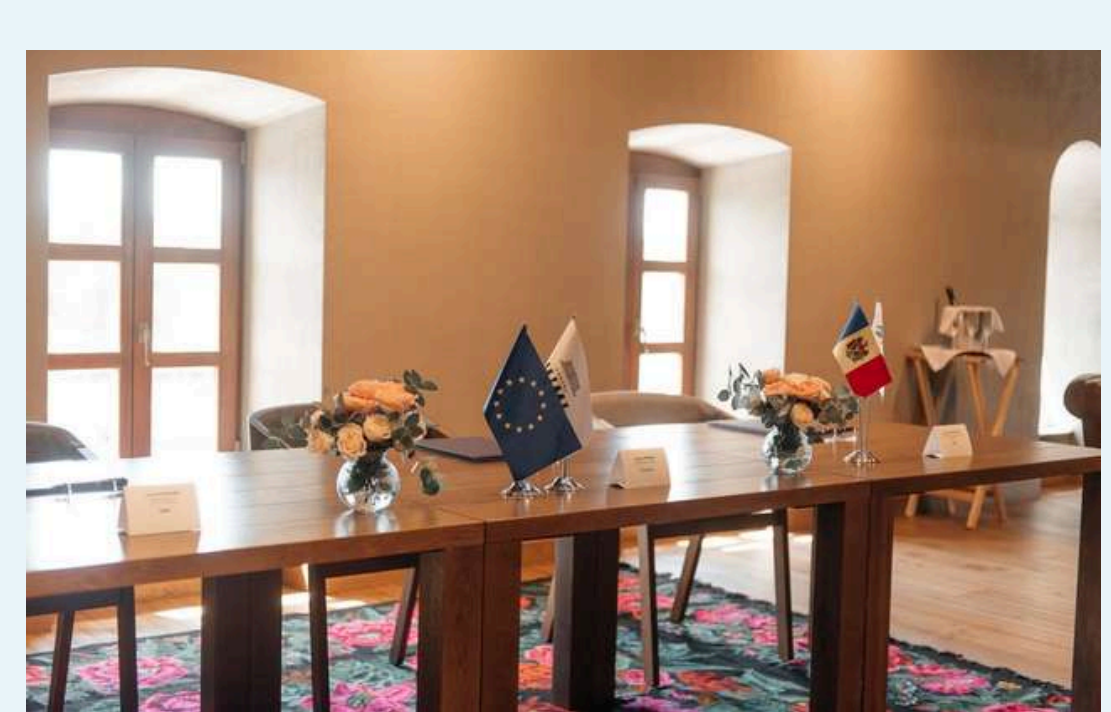
20 May 2025, Castel Mimi, Bulboaca, Moldova

Occasion:

Signing of a tripartite agreement between Castel Mimi, EBRD, and maib, focused on sustainable investment.

Protocol Group Role:

- Ceremony coordination and guest placement
- Group photo arranged by order of precedence
- Protocol decorations and continental-style setup



CASE STUDY

Date & Venue:

07-08 April 2025, Digital Park,
Chişinău

Occasion:

Chişinău Economic Forum, with participation of H.E. Maia Sandu, the Romanian Royal Family, ambassadors, and business leaders.

Protocol Group Role:

- Co-organization and full protocol coordination
- Royal & presidential reception
- Guest seating & personalized placements
- Group photo logistics
- Honor Book signing setup
- Official signing ceremony support
- Ceremonial “blue path” for tree planting
- Venue décor & floral symbolism
- Guest reception & ambiance



CASE STUDY

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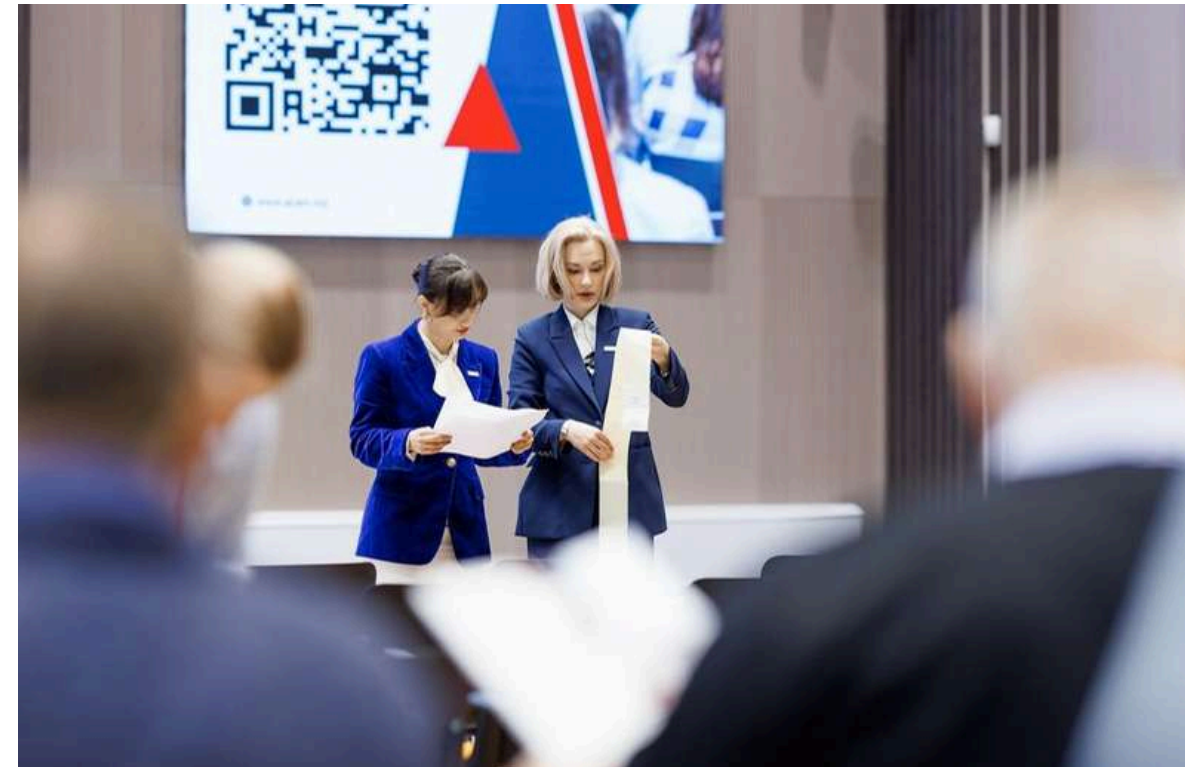
25 March 2025, maib
Chişinău

Occasion:

International conference
Consulting 4 Business
Growth, organized by the
Association of Business
and Management
Consultants of Moldova.

Protocol Group Role:

- Event materials and media strategy
- Guest placement for optimal interaction
- Moderation script development
- Protocol consulting for event host
- Venue decoration with attention to detail





CASE STUDY

Date & Venue:

21 May 2025, Mihai Eminescu National Theatre, Chişinău

Occasion:

Graduation Prom – Harvard Business School Online, maib alto platform

Protocol Group Role:

- Agenda & moderation script
- Flag setup & guest reception
- Protocol décor
- Ceremony flow coordination



CASE STUDY

Date & Venue:

20 June 2025, VisPas
Dimond Hall, Chişinău

Occasion:

Central European Meeting
of the International Police
Association (IPA) 2025

Protocol Group Role:

- Assisting with the organization of bilateral agreement signings between participating delegations
 - Agenda & moderation script
 - Flag setup & guest reception
 - Protocol décor
 - Guest placement for optimal interaction





CASE STUDY

Date & Venue:

5 July 2025, Chişinău

Occasion:

Guinness World Record –
The Largest Traditional Ebru
Painting by a Single Artist,
achieved by Ludmila Cuptor

Protocol Group Role

- Creative concept development and coordination of a 10-day production sprint
 - Agenda design & moderation script (EN/RO)
 - Full protocol coordination for VIPs, partners, and institutional guests
 - Guest flow & seating strategy for maximum visibility and media impact
 - On-site logistics, rehearsals, airport welcoming, and artist coordination
 - Collaboration management with winery, media, orchestra, and all suppliers
 - Print production & branding delivery



CASE STUDY

Date & Venue:

28–29 August 2025,
UBC Center, Chişinău

Occasion:

International Scientific
Conference – Modern
Technologies and
Information Security
Communication

Protocol Group Role:

- Dedicated logistics team for operational support
- Media coordination: live coverage, reels, photography, and press releases
- Drafting of Minutes of the Meeting and full graphic package for post-event communication
- Comprehensive support in protocol, logistics, translation, media, and visual communication



CASE STUDY

Date & Venue:

13 September 2025,
Castel Mimi, Bulboaca

Occasion:

International Classical
Music Festival VinOpera
2025

Protocol Group Role

- Full protocol coordination throughout the event
- Elegant décor design and venue styling
- VIP guest reception and seating arrangement
- Management of official moments and ceremonial flow
- Coordination of the group photo marking the evening's conclusion — a symbol of cultural excellence and refinement



CASE STUDY

Date & Venue:

9–12 September 2025,
Chişinău, Republic of
Moldova

Occasion:

Official visit of the Italian
Creators' Delegation to
the Republic of Moldova
— a cultural and
diplomatic exchange
event highlighting art,
innovation, and tradition.



Protocol Group Role:

- Full coordination of the Italian delegation's visit
- Welcome ceremony with Moldovan cultural elements
- Official conference organization at the Technical University of Moldova
- Gala dinner at the Palace of the Republic with European-style arrangement
- Artisanal exhibition setup at the National Museum of History
- End-to-end protocol management across all three event days



CASE STUDY

Date & Venue:

12 November 2025, Castel Mimi,
Bulboaca, Moldova

Occasion:

Official dinner organization for
a high-level international
delegation

Protocol Group Role:

- Full protocol coordination of the event
- Official reception of 130 guests with sequential welcoming
- National flags distributed to delegates from 56 countries
- 110 m Blue protocol carpet for formal entry
- Continental-style table setting observing international etiquette
- Official meal coordination and service
- Protocol floral design and elegant décor styling
- Curated ambient music provision



CASE STUDY

Date & Venue:

27 November 2025, Madisson Park, Moldova

Occasion:

Charity Gala “Broadway Lights of Hope Musical”

Protocol Group Role:

- Co-organization and operational coordination of the charity gala
- Official guest reception and guidance throughout the event
- Management and coordination of all printed event materials
- Protocol floral décor design and elegant venue styling
- Operational support during key ceremonial moments of the gala
- Coordination of guest flow and event logistics



CASE STUDY

Date & Venue:

09 April 2026, UBC, Moldova

Occasion:

Magenta Consulting – 20 Years Anniversary

Protocol Group Role:

- Full event concept development and coordination
- Coordination of visual identity implementation and event branding
- Technical production coordination, including lighting design and venue atmosphere management
- Coordination of branded textile production for cocktail areas
- Installation and coordination of a 10-meter branded event banner
- Guest flow management and event logistics for 100 attendees
 - Elegant event styling aligned with the client's corporate identity
 - End-to-end operational supervision to ensure a cohesive and premium event experience



CASE STUDY

Date & Venue:

29 April 2026, UBC, Moldova

Occasion:

Festive Grant Award Ceremony

Protocol Group Role:

- Full event concept development and coordination
- Coordination of visual identity implementation and event branding
- Technical production coordination, including lighting design and venue atmosphere management
- Coordination of branded textile production for cocktail areas
- Installation and coordination of a 10-meter branded event banner
- Guest flow management and event logistics for 100 attendees
- Elegant event styling aligned with the client's corporate identity
- End-to-end operational supervision to ensure a cohesive and premium event experience



REFERENCES

And how our clients said in Romanian
„Nu este altcineva mai bun” / ”There is no one better”



Ariana Trofim

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