



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.





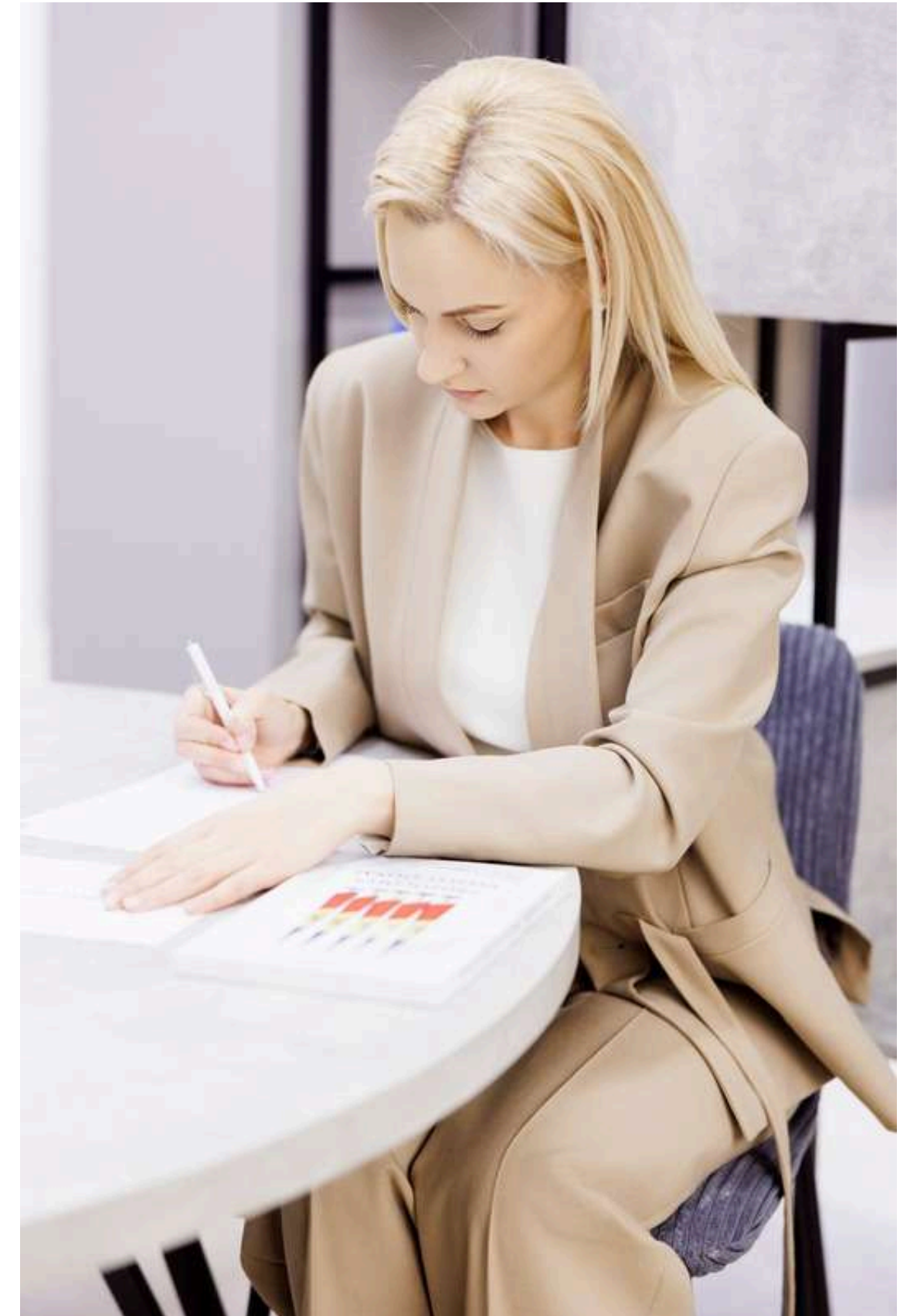
THE PROBLEM WE ADDRESS

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



NICOLETA ŞOVA

**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 COROLEŢCHI

**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:

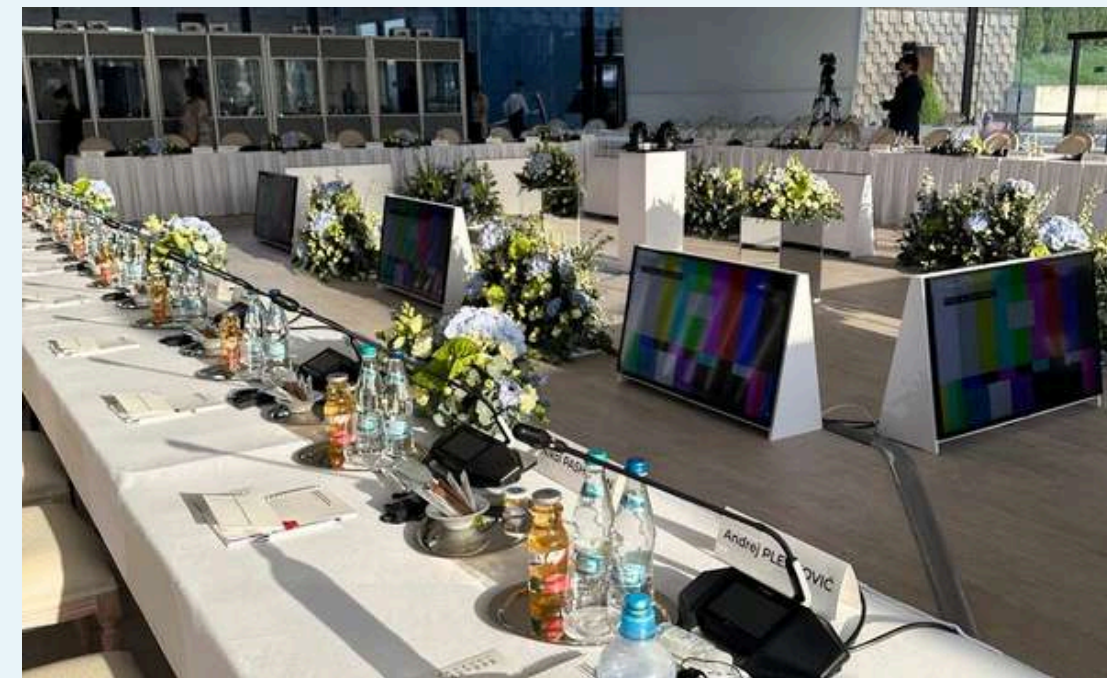
Strategic consultation on
the selection of tête-à-tête
meeting spaces

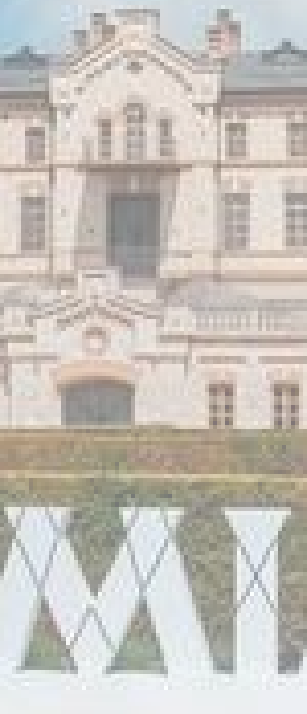
Advisory services on floral
arrangements and tea and
coffee service protocols

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

Date & Venue:

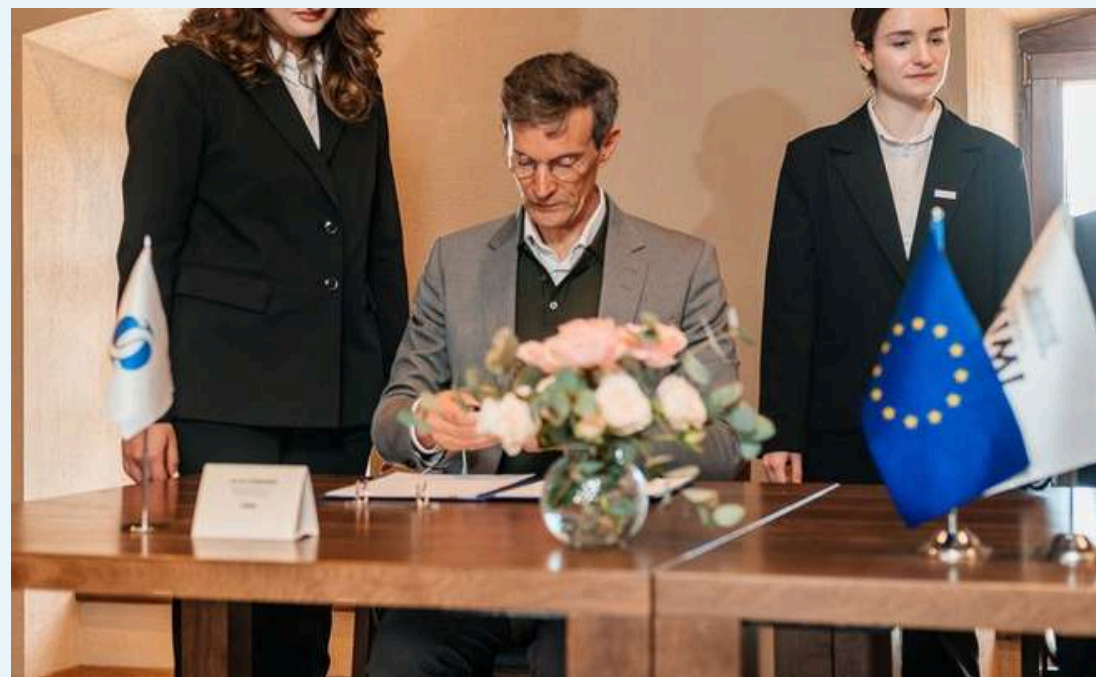
20 May 2025, Castel Mimi, Bulboaca, Moldova

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

Date & Venue:

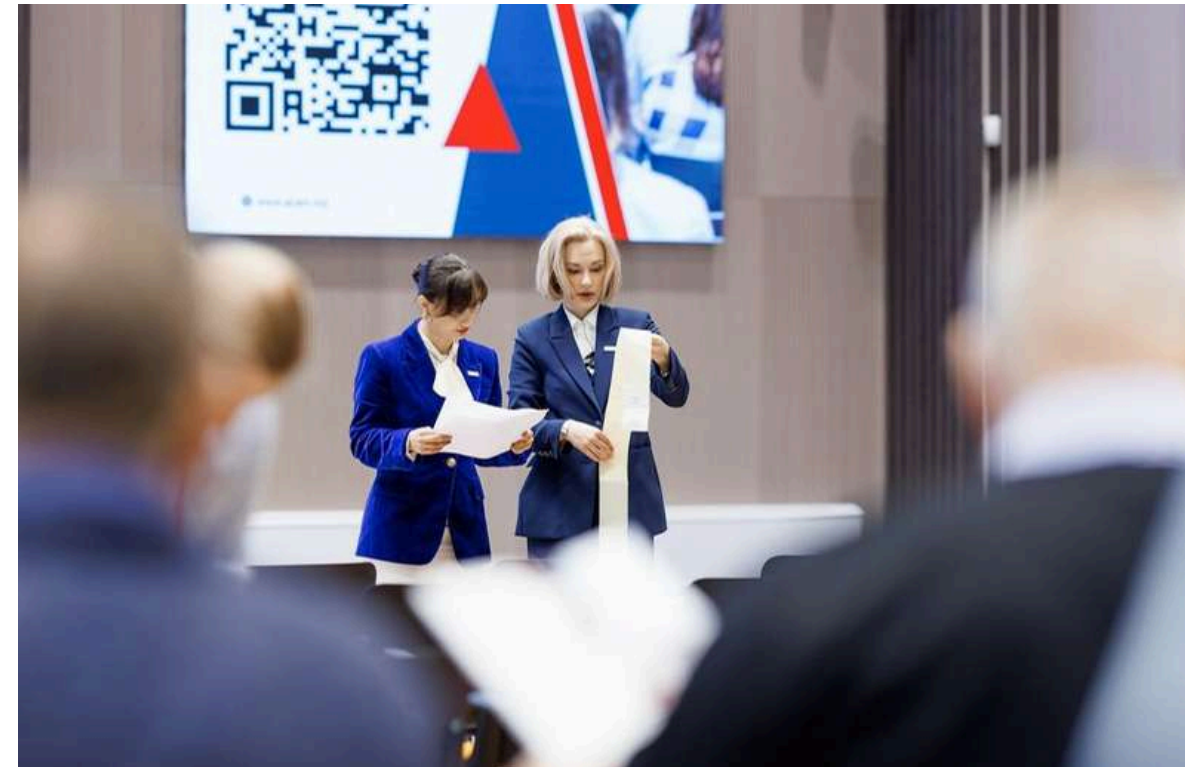
25 March 2025, maib
Chişinău

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



REFERENCES

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



Ariana Trofim

CEO Protocol Group SRL

+373 688 44044

Events: events@protocol.md / Training: training@protocol.md
www.protocol.md | www.protocolmoldova.com

Address: Protocol.md
Str. Puşkin 44/1, Floor 3, Office 308, Chişinău, Republic of Moldova

