



PROTOCOL IN ESA

Protocol is defined as ceremonial forms and courtesies that are established as proper and correct, in official dealings.

Protocol, etiquette or good manners, each is consideration and mutual respect based on a few simple rules and a little thought.

Actually then, protocol is the formula, either written or unwritten, of graciousness in presentation with special regard to accepted precedent. Introductions and presentations can and do take a great deal of time, but they are a must for gracious courtesy. ESA protocol order of introductions should be: ESA Headquarters Director; International Council Officers elected, then appointed; Multi-State Past Presidents; State Council Officers-elected, then appointed; State Council Past Presidents; City Council Officers-elected, then appointed; City Council Past Presidents; Chapter Officers-elected, then appointed; Chapter Past Presidents.

Guests, be they members of ESA, or otherwise, take a bit of researching. A gracious introduction should include a bit of personal history, if nothing more than she is the mother of twins. Actually, this is where you have the opportunity to explain to the audience why this particular person is there and what her background is, to make her welcome. There is no need of a full length biography, but do have something to say besides a name and offices held.

Here are the basic rules that will help anyone to be a good introducer and get any speaker off to a good start:

1. Remember that your job is you introduce the speaker, not to give a speech.
2. The purpose of the introduction is to establish the speaker's authority to speak on the subject she has been assigned. Consequently, if he or she has a two-page biography ready for you, it's your job as the introducer to pull out whatever background information relates specifically to their being an authority on this particular subject.
3. Please don't think you need to be funny. If a personal anecdote is related to the speaker, or will somehow make her more effective with they audience, it may be used, if it is short, but don't think you need to be a comedian in order to be effective.
4. Give the speaker's name only one time. Her name is the very last thing you say in any introduction and must not be said earlier.

Remember, the mention of the speaker's name is the cue to the audience to applaud, the speaker to stand, and you to sit down.

There are also some courtesies of dress that should be acknowledged as part of ESA protocol. Even though we are living in a so-called casual world today, we should not forget our manners. Our dress has become very casual, be we should use a little protocol particularly on occasions when jeans and pant suits are out of place. Such occasions are present in our chapters, city councils, district, and state levels and there are two important occasions when you should be especially mindful of dress.

1. When you are planning a special event, such as a pledge or jewel pin ceremony, suggest that your members dress for the occasion. Your new members will want this evening to be "special" for them, and it is up to you to see that they are not disappointed. A pledge or jewel pin ceremony presented to a group of women dressed in their "Sunday Best" is a lovely occasion.
2. When you have visiting dignitaries in your midst, you should also declare a "dressy" occasion. There is no better way to welcome a visitor than be showing them he courtesy of dressing for this "SPECIAL" occasion.

Remember to give guests the courtesy of: Time, place, type of dress, what you want them to do (concisely), and all other information that will help them do the best job for you. If a VIP is coming for installation, do give her the correct office to be installed well in advance, she likes her ceremony to be done correctly and wants to avoid last minute "fill ins" or surprises!



SEATING ARRANGEMENTS FOR FORMAL AFFAIRS

While the rank of officers is the same as listed in introductions, you can't possibly seat them all at the head of the table, and you must use your best judgment. The presiding officer should be seated in the center, with the most honored guest on her right. The ranking State or International Council Officers, Foundation representatives, guests of honor, executive board and Jr. Past President are musts. If an invocation is part of the program, the person giving it is also seated at the head of the table if possible.

Honored guests are seated in order of their rank-placed to the right and left of the lesser officers. For those that cannot be accommodated at the head of the table, arrange a special table immediately adjacent to the head table.

**PROTOCOL IS A VERY IMPORTANT WORD AND HAS SPECIAL MEANING TO OUR ORGANIZATION.
LET'S USE IT AGAIN AND WORK TOWARD BRINGING IT BACK INTO OUR SORORITY LIFE!**

For Additional Information or Assistance, contact:

ESA HEADQUARTERS
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ALSO AVAILABLE THROUGH ESA HEADQUARTERS:

- Parliamentary Workshops, Quizzes, and Skits
- Complete Parliamentary Procedure \$18.50*

* Includes mailing costs.