



**Protocol  
International**

## **Mark Verheul**

### *Biography*

#### **Address**

Kalvermarkt  
The Hague, 2511 CB  
The Netherlands

#### **Phone**

M +31 (0) 65 25 82 383

#### **Web**

[www.protocol-int.com](http://www.protocol-int.com)  
[info@markverheul.com](mailto:info@markverheul.com)



### **Profile**

For more than 1.5 decade Mark Verheul's career has been focused on protocol, diplomacy, event management and strategic networking on local, national and international levels and brought him to five continents. In different occupational capacities he has been involved in coordinating state and official visits, conferences with foreign dignitaries, royal weddings and christening ceremonies, round table discussions and high-level one-on-one meetings, (inter-) national commemorations and celebrations, receptions, dinners and concerts, social, cultural and sports events as well as numerous business forums and university visits. Mark Verheul's expertise is combining content and strategy with logistics and hospitality.

Mark studied at the Hotelschool The Hague (1999-2003) and obtained his Master's degrees in International Relations & International Communication at the Macquarie University in Sydney, Australia (2004-2005). He had internships at the front desk of Cliveden, a luxury country house hotel in the Thames Valley, United Kingdom (2000) and as public information assistant to the desk officer for EU institutions and Benelux countries at the United Nations Regional Information Centre for Western Europe in Brussels, Belgium (2005).

Mark was co-founder and first secretary of the Macquarie United Nations Society (MUNS) in Sydney, Australia (2004-2005). MUNS was founded to bring all facets of the UN under the attention of university students. On a regular basis, the board organized presentations by professors as well as prominent domestic and foreign guest speakers.

### **Head of protocol**

*City of The Hague*

In his latest position as Head of Protocol of the City of The Hague (2010-2018), Mark Verheul was responsible for the external relations of the city executive with a wide variety of stakeholders in the governmental, diplomatic, social, corporate and academic world, and is advisor for all internal parties on matters related to protocol, intercultural communication, ceremonies, conferences and events. He also represented the city executive on a wide range of diplomatic events in order to strengthen the image of The Hague as international city of peace and justice.



## **Protocol International**

### **Previous jobs**

Mark has previously worked as Project Coordinator in the Office of the Chief of Royal Protocol at the Royal Hashemite Court in Jordan (2008-2009), Project Assistant to the Master of Ceremonies at the Royal Household of the Netherlands (2005-2007) and was involved in many events and visits of the related Royal Families at home as well as abroad. From 1999 to 2003 Mark was Project Manager at the Protocolbureau Ltd in The Hague. The Protocolbureau plans and develops official events, events with VIP's and award ceremonies for companies and governmental organisations.

### **Special expertise**

Mark has composed a remarkable amount of manuals, reports and training programmes (including an on-line course for a world-renowned hotel consortium). He has given numerous lectures on intercultural communication, protocol and relationship management to colleagues, external clients and university students.

Mark was member of the advisory board of the Institute of Strategic Relationship Management The Hague (2012-2017) and is member of the supervisory board of Holland Dance (2017-present).

### **Personal interests**

Mark has a strong interest in experiencing different cultures and nature, modern dance, wine tastings and culinary discoveries, classical concerts, contemporary art, visiting family and friends and travelling (he visited some 65 countries around the world).

### **Publications**

In 2016 he wrote "An Experts' Guide to International Protocol-Best Practice in Diplomatic and Corporate Relations" together with Gilbert Monod de Froideville.

### **State honours**

Mark has been the recipient of state honours (orders of chivalry) awarded to him by Germany, Luxembourg, and the Netherlands.