



**Protocol  
International**

## **G. H. A. Monod de Froideville**

Honorary Chamberlain of Queen Beatrix of the Netherlands

### *Biography*

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### **Profile**

Gilbert Monod de Froideville is the founder of Protocol International, a master trainer, consultant, lecturer and author.

He was born in Garoet, in the former Dutch East Indies on 20 June 1942. After completing secondary school (modern grammar school, economics side), he began his military service in 1963.

### **Cavalry Officer**

*Royal Netherlands army*

Having joined the professional army as a cavalry officer he occupied various posts in the operational sector. He was appointed as instructor at the Cavalry Reserve Officer Cadet School in 1968. In 1973, he was posted to the Federal Republic of Germany where he served as squadron commander in a tankbattalion.

He returned to The Netherlands and was appointed Aide-de Camp to the Commander in Chief of the Royal Netherlands Army (also Chief of the Royal Netherlands Army Staff) from 1977 until 1981, when he was transferred to the RNLA Personnel Department. After several years in this department he was appointed Aide-de Camp to the Chairman of the NATO Military Committee in Brussels. He worked for more than three years in the office of the Chairman taking care of the meetings and tours of the Military Committee and the military protocol.

On 1 December 1986 Mr Monod de Froideville was appointed Aide-de Camp to Queen Beatrix of the Netherlands.

### **Master of Ceremonies, Chief of Royal Protocol**

*Royal Court of H. M. Queen Beatrix*

On 1 January 1988, he was appointed Master of Ceremonies to Queen Beatrix. On this date he left the active military service and was appointed Reserve Lieutenant Colonel.

During his time at the Royal Court he was responsible for

- The organisation of all Palace events, receptions, presentation of honours and awards.
- All protocol affairs within the Royal Court, including the welcome and departure ceremonies for visiting heads of state, presentation of credentials and wreath laying ceremonies.
- All of the outgoing and incoming state visits.
- The implementation of Protocol and training of staff at the Royal Household.



## **Protocol International**

### **Consul General**

*Ministry for Foreign Affairs*

With almost nine years of service in the royal household Mr Monod de Froideville was posted to the Protocol Department of the Ministry for Foreign Affairs and on 1 January 1997 was appointed head of the aspect management team, in charge of organising the Dutch Presidency of the European Union.

Gilbert H.A. Monod de Froideville assumed his assignment as Consul General of the Netherlands in Chicago in September 1997.

### **Master of Ceremonies, Chief of Royal Protocol**

*Royal Court of H. M. Queen Beatrix*

On 1 May 2001, Queen Beatrix re-appointed him Master of Ceremonies. During this time he organised all of the Family Celebrations, such as Wedding Anniversaries, Royal Weddings (including organising the weddings of Queen Beatrix's three sons), State Funerals (organised the state funerals of the husband, mother and father of Queen Beatrix) and the baptisms of two of the daughters of the Prince of Orange, now King Willem-Alexander).

He retired on 1 June 2007 and was appointed Honorary Chamberlain of Queen Beatrix of the Netherlands (now Princess Beatrix).

### **Founder, Master trainer & Consultant**

*Protocol International*

After his retirement in June 2007 he established his own consultancy "Protocol International" [www.protocol-int.com](http://www.protocol-int.com) As specialist in the field of protocol, ceremonies and project management, he advises and assists governments, international and private organisations in the preparation of national and international events and the organisation of ceremonies. Moreover, he teaches both individuals and groups in all matters concerning protocol and ceremonies such as cultural awareness, the functioning of the Royal Court in The Netherlands, dining etiquette and seating arrangements, and provides specific training for young Dutch and foreign diplomats in The Netherlands and in other countries. In addition, he delivers lectures on specific subjects.

### **Master trainer & Consultant**

*Royal Courts in the middle east*

Between September 2007 and the end of February 2009 and from 2017 to the present he had the privilege and honour to work in the Middle East as consultant and trainer for different Royal Courts which provided him with valuable insights into the Middle Eastern culture.

He looked into the standard procedures and made assessments of Royal Ceremonies, Palace events and the organisation of State visits. Advised on Royal Protocols Decorations and Awards systems, and the celebration of National Days. He also organised training programmes in International Protocol for the different Royal Protocol Departments.



## Protocol International

### Organiser

*Royal Family De Bourbon de Parma*

In 2010 he was in charge of the organisation of the wedding of Their Royal Highnesses The Duke and The Duchess of Parma, Prince Carlos and Princess Annemarie de Bourbon-Parma in Brussels.

### Master Trainer

Offering Courses worldwide in International Protocol, Diplomacy, Strategic Networking, Influence and Communication in cooperation with master trainers Mark Verheul and Professor Olivier Arifon.

Passed activities:

- Training programmes and consultancy in Belgium, Bhutan, Lebanon, Namibia, Nepal, the Netherlands, Oman, Portugal, Russian Federation, Saudi Arabia, Spain, Switzerland, Tunisia, United Arab Emirates, and the United States of America.
- Master trainer at the Institute of Protocol, The Hague. Presented training on specific subjects in the training courses offered by the institute for government agencies, international organisations and corporations.
- Master Trainer at the Protocol School of Washington. Presented training on specific subjects in the training courses offered in the United Arab Emirates in Dubai and Abu Dhabi.

Present activities:

Teaching students in international protocol as visiting professor at the Comillas Pontifical University in Madrid, Spain at the faculty of Human and Social Sciences.

- Master Trainer and Partner of AIDIA; Asian Institute of Diplomacy and International Affairs in Nepal.
- Master Trainer and partner of Prime Protocol; Training Institute, based in Beirut, Lebanon.
- Master Trainer and partner of 3zProtocol; Consultancy and Training Institute in Protocol, based in Riyadh, Kingdom of Saudi Arabia.
- Online training courses and consultancy in international protocol.
- Board Member of the European Investment Council in The Hague.



## **Protocol International**

### **Author**

He is the author of “Nederlandse Titulatuur”, practical handbook of forms of address in The Netherlands (2012) and co-author of the book “An Experts’ Guide to International Protocol” (2016).

A Spanish version of this book is published by the Comillas Pontifical University in Madrid, September 2019.

A Mandarin version is published by the National School of Administration in Beijing, May 2020.

### **State Honours**

Mr Monod de Froideville has been the recipient of a plethora of state honours (orders of chivalry) awarded to him by the Netherlands, Belgium, Jordan, Luxembourg, Thailand, Lithuania, Austria, Chile, Indonesia, Finland, Iceland, Japan, France, Spain, Norway, Venezuela, Portugal and Sweden.