

# MARK VERHEUL MA

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## PROFILE

Combining vision and policy with performance and hospitality in the fields of protocol, international relations, public affairs, change management, cross-cultural communication & diplomatic and corporate meetings.

## WORK EXPERIENCE

November 2018 – present

*Amsterdam, the Netherlands*

### **National Committee for 4 and 5 May**

#### **Strategic adviser stakeholder management (50%)**

The National Committee helps determine how meaning is given to commemorating and celebrating freedom and to how the memory of the Second World War is kept alive. It organises the national observance of Remembrance Day on 4 May and the Liberation Day activities on 5 May. In addition, it provides advice to the organisers of commemoration ceremonies held elsewhere in the country. In 2019 and 2020, the Netherlands celebrated 75 years of freedom with a multitude of additional and virtual events.

January 2016 – present

*The Hague, the Netherlands*

### **International Protocol & Strategic Networking ([www.markverheul.com](http://www.markverheul.com))**

#### **Founder, trainer and consultant**

This firm delivers training programmes, consultancy and interim assignments to governments, international organisations, educational institutes and corporations on international protocol, strategic networking, cultural differences and diplomatic hospitality. Projects have taken place in a.o. New York, Chicago, San Diego, Moscow, Lagos, Thimphu, Kathmandu, Doha, Abu Dhabi, Riyadh, Geneva, Madrid, Dublin, Brussels and Amsterdam.

January 2010 – May 2018

*The Hague, the Netherlands*

### **City of The Hague**

#### **Head of Protocol**

- Strengthening the image of the city of peace and justice by being responsible for a wide variety of engagements of the city executive with the diplomatic community, royal household, parliament, and cultural, educational and corporate sectors,
- representing the city executive on a wide range of (international) occasions; from attending national day receptions to bestowing decorations on citizens,
- organising major events, a.o. related to the centennial congress of the Association of Dutch Municipalities, Royal Inauguration, Nuclear Security Summit, Volvo Ocean Race, World Expo in Milan, One Young World Summits in Ottawa and Bogotá and city diplomacy visits to New York, London, Prague, Valladolid and Brussels,
- leading some very sensitive and political matters related to embassies, monuments, festivals and international network organisations,
- supervising eight protocol officers and managing the representation budget (750k).

December 2007 – December 2009

*Amman, Jordan*

### **The Royal Hashemite Court**

#### **Project coordinator – Office of the Chief of Royal Protocol**

- Composing of standard operating procedures related to the execution of events and international visits in order to be able to work in a more effective manner,
- organising a wide range of public appearances of King Abdullah II, such as during the pilgrimage of HH Pope Benedict XVI to the Holy Land, the Fourth Petra Conference of Nobel Laureates, the World Economic Forum on the Middle East at the Dead Sea, business forums in São Paulo and Santiago de Chile, as well as a political speech at Princeton University and meetings with President Bush at the White House and UN Secretary-General Ban Ki-moon at the UN Headquarters in New York.

August 2005 – November 2007

*The Hague, the Netherlands*

### **The Royal Household**

#### **Project officer, Office of the Master of Ceremonies to HM the Queen**

Having been involved in the general coordination and execution of:

- incoming state visits from Russia, Jordan, Luxembourg, Ukraine and Germany,
- official visits to Australia and New Zealand,
- two royal weddings and the christening of two Princesses,
- several major events at Noordeinde Palace.

August 2002 – January 2004

*The Hague, the Netherlands*

### **Protocol Office Ltd**

#### **Project manager and protocol & cross cultural communication trainer**

- Responsible for organising many events on behalf of multinationals, national government, international organisations, NGOs and the royal household,
- supervising the co-hosts of the Protocol Office (ranging from 1 up to 35),
- developing and providing a six-week on-line course 'International Protocol Management' for *The Leading Hotels of the World*.

## **PUBLICATION**

### **An Experts' Guide to International Protocol**

#### ***Best Practice in Diplomatic and Corporate Relations***

April 2016, Amsterdam University Press (AUP), 300 pages, ISBN 978 94 6298 105 8

April 2021, AUP, including (post-) pandemic chapter, 350 pages, ISBN 978 94 6372 716 7

#### **Co-author with Gilbert Monod de Froideville**

Although modern life grows increasingly casual, in many sectors, protocol still reigns supreme. The book offers an overview of its associated practices, including those found within the context of diplomatic relations and the business world. Focusing on a wide range of countries and cultures, the book covers topics like precedence, seating arrangements, flags, ceremonies, invitations, gifts and honours, and the roles of the protocol officer, guest and host. Throughout, influential diplomatic, business, and cultural figures share their own experiences with protocol around the world.

*A Spanish version 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.*

## LANGUAGES

Dutch • English • French • German • Spanish

## EDUCATION

February 2004 – June 2005 *Sydney, Australia*

**Macquarie University**

**Master of International Relations & Master of Arts in International Communication**

February 1999 – March 2003

*The Hague, the Netherlands*

**Hotelschool The Hague**

**Bachelor of Hotel Administration**

## CERTIFICATES

November – December 2018

*Breukelen, the Netherlands*

**Nyenrode Business University**

**College series on Public Affairs & Stakeholder Management**

September 2018

*Boston, USA*

**Harvard Law School**

**Program on Negotiation and Leadership**

## ADDITIONAL POSITIONS

September 2017 – present

*The Hague, the Netherlands*

**Holland Dance Festival**

**Member of the supervisory board**

May 2012 – April 2017

*The Hague, the Netherlands*

**Institute of Strategic Relationship Management**

**Member of the advisory board**

## MEMBERSHIP

February 2017 – present

*Washington DC, USA*

**Protocol & Diplomacy International - Protocol Officers Association**

## STATE HONOURS

Recipient of decorations of the Netherlands (2002, 2007), Luxembourg (2006) & Germany (2007).

## LEISURE

Experiencing culture and nature, modern dance, culinary discoveries, classical concerts, contemporary art, visiting family and friends, and having travelled to some 75 countries.