



Nadine Daher

International Etiquette & Protocol Expert and Image Consultant

Lebanese - Lebanon

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Who is Nadine Daher

Nadine Daher is a leading Lebanese expert and author in international etiquette, protocol, and image consultancy. She began her distinguished career in Switzerland in the mid-1990s, honing her expertise before relocating her business to Lebanon in 2010 to be closer to her clientele in the Arab world. In 2011, she founded the Nadine Daher Training Center for Etiquette and Image Consultancy (ETIC) in Beirut, the first of its kind in the country, dedicated to enhancing the professional conduct and personal refinement of individuals and corporations. Daher designs and delivers specialized training programs covering diplomatic protocol, business and social etiquette, and executive presence. Throughout her career, which spans over three decades, she has consulted for high-profile individuals, ministries of foreign affairs, diplomatic corps, and various multinational organizations. Alongside her consultancy work, Daher is a prominent media figure, having hosted etiquette segments on major television networks like MBC and MTV Lebanon, solidifying her reputation as a trusted authority in her field.

Achievements of Nadine Daher

In 2011, Nadine Daher founded the ETIC (Nadine Daher Training Center for Etiquette and Image Consultancy) in Beirut, establishing the first dedicated training center for etiquette and image consulting in Lebanon. The center provides tailored programs for individuals and corporations to enhance professional and personal behavior, becoming a leading regional institution for protocol and refinement training. Daher is the author of two key books on etiquette in the Arabic language. She published her first book, "Etiquette: 'Elem w Layaka" (Etiquette: Science and Courtesy), in 2010 to great success. She later released her second book, "Etiquette: From Childhood to Teenage," targeting a younger audience to instill the principles of proper conduct from an early age. Nadine Daher has built a strong and influential media presence over the years. In 2011, she presented a dedicated etiquette segment on the popular show "Sabah el Kheir Ya Arab" on MBC TV. She also hosts a regular weekly etiquette segment on MTV Lebanon's "Alive" show, making her a go-to expert for a vast audience across the Arab world.

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