



THE SCHOOL
OF ETIQUETTE

TRAIN THE TRAINER

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TRAIN-THE- TRAINER INTRODUCTION

Welcome to the gold standard of etiquette!

The School of Etiquette, a globally renowned training institute, brings you the most comprehensive Train-the-trainer Programmes from across the globe.

We offer you the opportunity to invest in a full package that will help you:

- Immediately set up a business and begin training etiquette and earning an income
- Start facilitating courses internally for your organisation
- Train diplomatic and governmental staff in personal branding
- Improve your offering as a coach and image consultant

On completion of your course, you will have the immediate resources to conduct and run trainings for a multitude of people and organisations.

WHAT DOES IT INCLUDE:

The **Train-the-trainer Programmes** provide you with instructional advice, slides and workbooks on the following courses:

- International Business Etiquette
- Business Entertainment and Dining
- Virtual Meeting Etiquette
- High Tea Etiquette
- The Professional's Closet -Female
- The Professional's Closet -Male
- Deportment
- International Diplomacy & Protocol

Together these courses can be combined to create a Teen or Adult/Executive Finishing School program as well as selling all listed courses as standalone programmes.

You have 7 courses in your package which you will be able to market and execute immediately.



Course Assets include:

- Workbooks (Hard & soft copy)
- Editable Slides (Hard & soft copy)
- Course Facilitation guides (Hard & soft copy)
- 3-year license fee for all materials
- Certificate

Kindly note that Virtual attendees will only receive soft copies.

Additional Bonuses include

- Attend the Captivating Speaker- public speaking & facilitation course
- Marketing Strategy & Tips
- Media Management tips
- Four-year free access to School of Etiquette's online courses - these offer you an opportunity to continuously review the course content and serve as a reminder of all the content and stories.
- Affiliate Partner with School of Etiquette to sell online courses and receive revenue share on all direct sales.

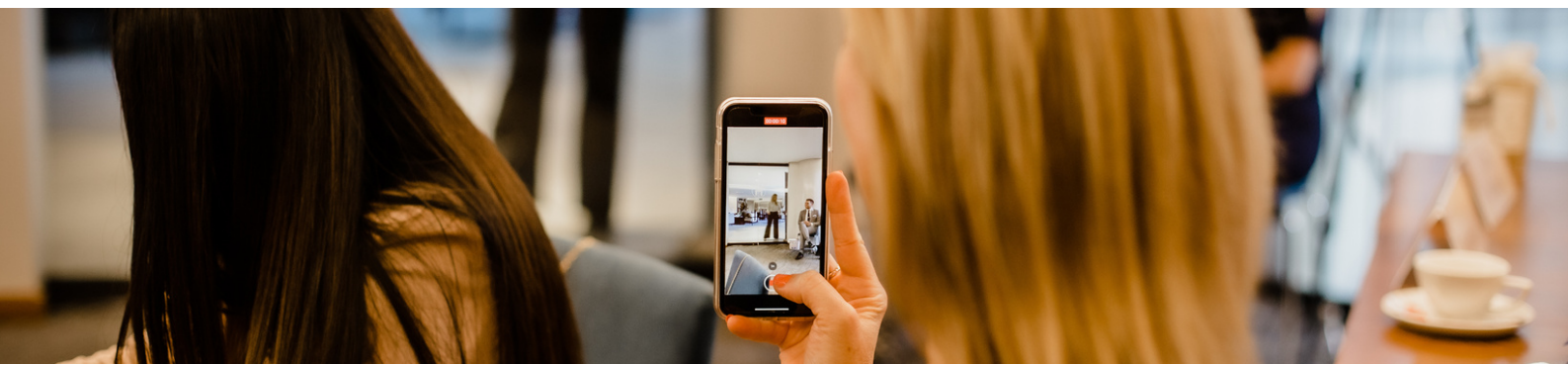
COURSE OVERVIEW

The ***International Etiquette Train-the-trainer programme*** provides you with a comprehensive training program:

- 7 Courses with all materials required to facilitate the training - this also includes how to facilitate the courses including ice breakers, exercises & stories
- Course Topics: International Business Etiquette | Entertaining & Dining | Virtual Meeting Etiquette | Department | High Tea | Professional's Closet (Male & Female) | Adult Finishing School | Teen Finishing School (please refer to pages for individual course breakdown)
- Combination of One-on-one coaching and interactive group sessions.
- Duration: 8 Days
- Includes 2 x rest days

****International Etiquette & Protocol* Train-the-trainer*** includes the Diplomacy & Protocol Masterclass

- Full International Diplomacy & Protocol Duration: 8 Days
 - Includes 2 x rest days



Course Duration:

International Etiquette Train-the-trainer

Course Duration: 8 Days

This includes 2 rest days.

International Etiquette & Protocol* Train-the-trainer

Course Duration Including Diplomacy & Protocol: 8 Days

This includes 1 rest day.

Physical Destination: Fairlawns Boutique Hotel & MESH Club, Johannesburg or Silo Hotel, Cape Town or alternatively at your company premises.

Virtual Training: Zoom

Who Should Attend?

- Entrepreneurs wanting to start a business
- Government professionals
- Diplomats in training
- Image consultants and life coaches wishing to add to their suite of services
- Corporate facilitators for internal and in-house organisations
- Protocol, meeting and event coordinators

Requirements in Order to Attend:

- An intermediate level of written and spoken english. All classes/sessions are conducted in english and all materials are provided in english.
- 100% attendance is required.
- **Virtual Attendance**
 - Stable internet connection
 - Laptop/desktop/tablet with built in/plug in microphone and speakers.
 - Webcam: cameras expected to remain on at all times.
 - All sessions will be conducted via ZOOM. No software purchase is necessary as students will be invited as guests from The School of Etiquette's accounts.
 - Please review the full listing of Zoom system requirements for PC, Mac, and Linux.
 - You can test your connection to Zoom through their test site at <https://zoom.us/test>.

Tuition & Licensing Fees:

International Etiquette Train-the-trainer Total Price: \$7 500-00

***Virtual** International Etiquette Train-the-trainer Total Price: \$6 950-00

If you would like to add the comprehensive International Diplomacy & Protocol Masterclass to your train-the-trainer program, this is charged at an additional amount.

Please note:

We regret to inform you that no licenses are granted for South Africa.

The International Etiquette Consultant Train-the-Trainer programme will include you attending the courses listed on page 4-8

International Etiquette & Protocol* Train-the-trainer Total Price: \$9 950-00

***Virtual** International Etiquette & Protocol Train-the-trainer Total Price: \$9 150-00

Kindly note that pricing does not include accommodation.

License expires after 3 years, and will be charged an additional \$1 000-00 per 3-year license to follow.

Please note:

We regret to inform you that no licenses are granted for South Africa.

The International Etiquette & Protocol Train-the-Trainer programme will include you attending the courses listed on page 4-9.



INTERNATIONAL BUSINESS ETIQUETTE

Your business success in life is inextricably linked to your soft skills.

Without these necessary skills, your potential for greater success is lost on your inability to interact in the correct and professional manner.

If you do not have the necessary people skills and confidence to highlight your intelligence, all your schooling and continued education can amount to nothing, since you will forever be overlooked and undervalued.

This course improves your team's **professional behaviour** by teaching them how to confidently interact and sell themselves in every professional environment.

Improve your team's:

- Professional interactions
- Sales figures
- Social skills
- Meeting formats
- Negotiation skills
- Boardroom etiquette
- Networking skills

The Benefit to Your Organisation:

- New client attraction
- Improved relationships between your clients & employees
- Improved service delivery
- More sales
- More contracts & higher profits
- Socially confident & adept employees
- Unified professional standard of behaviour
- Confidence that your employees are representing your brand correctly
- Employees that behave appropriately

Content:

The Qualities of personal appeal
Professionalism in the workplace
Preparing for meetings
Boardroom behaviours
Office etiquette
Self-esteem
Strategic body language
Intelligent Small talk
Building rapport (connection)
Making an entrance & first impressions
Mingling & networking at events
Choosing & joining Groups
Elevator pitches
Cultural etiquette
Telephone & email communication

Duration: 1-1.5 days



BUSINESS ENTERTAINING & DINING

The dining table can be an intimidating and embarrassing place if you aren't aware of what to do and how to manage yourself appropriately. The potential for mishaps, spilt wine and rogue olives shooting across the table is made even more intimidating by the fact that business needs to be conducted in a comfortable and seamless way.

In this 4 hour segment, you will learn all the social nuances and dining rules to handle yourself confidently at the table whilst still being able to successfully handle yourself correctly and manage business interactions.

This is the complete course in dining, from selecting restaurants, entertaining clients, understanding the cutlery in front of you, handling guests needs, Asian dining, wine tastings and how to handle business whilst ensuring an enjoyable dining event.

This training includes a 5 course meal, the common question 'which fork for which meal?' and all the seemingly small dining do's and don'ts that get you through the event with grace and nonchalance.

Benefit to Your Organisation

- Staff that know how to entertain clients with ease and confidence
- Stronger client relationships
- New opportunities for entertaining clients
- Staff that reflect professionalism of brand

A TASTE OF WHAT'S INSIDE:

- Business Entertaining
- Invitations
- Receiving Lines
- Host and Guest Duties
- Selecting the Right Restaurant
- Protocol for Ordering, Seating and Paying
- Toasting
- Host and Guest of Honor Duties
- Wining Etiquette
- How to Set the Table
- Dining Manners
- Fine Dining
- Handling glassware
- Dining Do's and Don'ts
- Asian Dining
- As well as many more

Duration: 3/4 Day



VIRTUAL MEETING ETIQUETTE

This is not the standard virtual meeting training - it is the *exceptional* Virtual Meeting training.

In previous times, the calibre of your organisation was judged on many things, one being the professional impression of your offices. Now the calibre of your organisation's professionalism rests heavily on your staff's ability to handle and present themselves appropriately over virtual platforms. The need for virtual professionalism has never been more necessary than it is right now.

Every participant is made to actively participate in this 3 hour practical workshop. Many people believe that by simply learning what went wrong, it automatically teaches them what to do right but this is not always the case.

This workshop gives participants advanced training to ensure that they know how to:-

- Prepare appropriately for the meeting
- Research clients to ensure relationships are built and strengthened
- Open the meeting correctly with clear directives
- Host the meeting without disrupting the flow
- Interpret the subtle body language & facial expression

Benefit to Your Organisation

- A professional experience during virtual and physical interactions
- Less time wasted in meetings
- Greater productivity during meetings
- Meetings that achieve desired outcomes in less time
- Reassurance that your staff are maintaining and enhancing your company image.
- Host and handle a seamless meeting with minimal interruptions and maximum participation
- Present a professional impression on screen
- Decode facial expressions and body language

A TASTE OF WHAT'S INSIDE:

- Preparing for a Virtual Meeting
- Preparing the Room/Environment
- Establishing Rules of Engagement for Virtual Meetings
- Reasserting rules of engagement in a diplomatic manner
- Decoding facial expressions & body language
- Virtual Meeting Do's and Don't
- Virtual Chairman Appointment and Duties
- Virtual hosting & Emcee duties
- Virtual Host/Guest Duties
- 'Meeting and Boardroom' behaviours
- 'Room Warming' Conversations
- Video and Teleconferencing Etiquette
- Relationship Building over Digital Platforms

Duration: 3 Hours



THE PROFESSIONAL'S WARDROBE

Long before your employee is even close enough to greet your customers, their image and posture alone have already stated what calibre of company you are, the company's ethos, how the staff feel about the company and how they feel about themselves.

Their appearance gives very important information or misinformation about your company and the type of person they are.

A first impression is made within 5 seconds of seeing someone. If that impression is unfavourable, your customer may create a lasting distorted image of your company. However unfair this may be, it is a true and accurate observation of how people think.

Every woman should know the basic foundations of grooming, the correct posture to exude class, professionalism and poise, and how to dress appropriately for their body and the company clothing policy.

And every man should know the foundations of correct clothing and suit fits, the posture to exude authority and professionalism.

Courses on Offer for the Woman:

- Deportment - How to walk, sit and stand correctly
- Make-Up, Grooming and Hair - Professional hair and make-up course
- Image - correct dress codes, styles for your body type and the correct lengths and proportions

Courses on Offer for the Man

- Deportment - How to walk, sit and stand correctly.
- Image- correct dress codes, the meaning of colour in clothing, styles, and suit fits for your body.
- Duration: 1-2 hours



THE CAPTIVATING SPEAKER

This is the most practical public speaking course offered in Africa.

Public speaking is one of the most fundamental people skills attributed to an individual's success in life. Unfortunately, few people *fully* develop this unique skill, and without it, people find it easier to overlook you, ignore your ideas and forget who you are. Without this skill, you exclude yourself from a lifetime of potential opportunities.

This course eases you into speaking, beginning with easy ice breakers, and over the two-day period, each new speaking exercise builds upon the previous, adding new skills and techniques to improve your speech structure and delivery.

You have 8 speaking opportunities over the duration of the course, with every speech recorded and reviewed during the session. You will also receive all of your recorded speeches.

By the end of the training, you will feel confident and capable of delivering a memorable and captivating pitch, speech or presentation.

Benefit to your Organisation

- Improved pitches, keynotes & speeches
- More convincing sales teams
- Increased sales
- Peace of mind that your employees are enhancing your company brand
- Staff that express their thoughts in a convincing manner
- Charismatic leaders

A TASTE OF WHAT'S INSIDE:

- Programming your mindset for confident speaking
- Powerful entrances
- The Power of the opening
- How to become a master storyteller
- Mastering your delivery
- 4 Ways to re-engage your audience
- Vocal inflexion to maintain attention and emphasise importance
- The power of the pause
- The fail-proof speaking structure for pitches, keynotes, speeches & reports
- Body language storytelling
- Presentation design - 'Death by Powerpoint'
- Powerful Close-offs

Duration: 2 Days



INTERNATIONAL DIPLOMACY & PROTOCOL

Learn from Africa's top Diplomacy and Protocol training institution.

Business interactions between countries and/or companies are an extremely sensitive affair, the stakes are high and margins for errors are catastrophic if not handled correctly.

In the International Diplomacy & Protocol Masterclass you will learn the A-Z of Diplomacy and Protocol-

In particular, you will learn how to manage, host and attend high-level events, manage ceremonial functions and conduct yourself with the greatest respect whilst representing your country.

This course will give you advanced skills and knowledge to:

- conduct yourself professionally
- ensure your image is appropriate
- seamlessly host high-level events and people

Every aspect necessary for your international success is explored extensively in this course.

A TASTE OF WHAT'S INSIDE:

- Introduction to protocol and diplomacy
- Protocol officer responsibilities
- Diplomatic missions
- 5 Stages of planning and hosting international visits
 - Purpose & Delegation details
 - Requirements for hosting
 - Precedence
 - Technical Considerations:
 - Precedence
 - Seating protocol
 - Flag protocol
 - Signing ceremonies
 - Arrival ceremonies
 - Programme planning
 - Achieving objectives
 - Social Affairs & invitations
- Hanging of official photographs
- Styles and titles of address
- Conference planning





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KNOW MORE • DO MORE • BE MORE

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