

# Beverly Hills Manners™

*presents*

## “How to Succeed in the International Arena” Sensible Strategies to Broaden Your Global Awareness



Competition in today's international business arena has grown by leaps and bounds, making it imperative that the protocol skills required to compete effectively be developed and employed. Protocol is no longer relegated to the international diplomatic community alone. This seminar is for anyone whose job requires communicating, negotiating and socializing in the global marketplace.

**“How to Succeed in the International Arena”** provides strategies to help you compete in the global economy—an economy that demands mental flexibility and awareness. You can use protocol and personal diplomacy to tip the scales in your favor no matter where you conduct business.

**“How to Succeed in the International Arena”** may be conducted on company premises or at another location of your choosing. A Beverly Hills Manners representative will be available to coordinate location and catering options.

**“How to Succeed in the International Arena”** is a three hour program offered at either 10:00am to 1:00pm, 11:00am to 2:00pm or 5:00pm to 8:00pm.

### **Seminar Topics Include**

- The New Three R's
- Etiquette & Protocol Intelligence
- Pre-meeting Action Plan
- Negotiating to Win
- First Impressions are Lasting
- Rank and Status Awareness
- Business Card Protocol
- Business Customs and Terminology
- Electronic Communications
- Business Introductions
- Forms of Address
- Eye Signals & Eye Contact
- World Class Handshakes
- Global Communication Styles
- Global Conversation Skills
- Make an Effective Entrance and Mingle
- Project Cultural Awareness
- Gift Giving Protocol
- Strategic Do's & Don'ts

Kindly contact us via email at [info@beverlyhillsmanners.com](mailto:info@beverlyhillsmanners.com) or by phone at 310.276.9078 for more details and pricing on individual and group rates.

Supplementary materials provided by the Protocol School of Washington®.

# ENROLLMENT FORM

## “HOW TO SUCCEED IN THE INTERNATIONAL ARENA”

Honorific and Name: \_\_\_\_\_

Position/Title: \_\_\_\_\_

Company: \_\_\_\_\_

Mailing Address: \_\_\_\_\_

\_\_\_\_\_ Zip Code: \_\_\_\_\_

Telephone (Area Code): \_\_\_\_\_ Fax: \_\_\_\_\_

Cell Phone: \_\_\_\_\_ Email: \_\_\_\_\_

I understand that the non-refundable tuition will secure a space in the seminar. If the participant must postpone/cancel attendance, the participant may use the non-refundable tuition fee, minus a \$100.00 administrative fee for the seminars, at a later date. Postponements/cancellations must be received in writing 72 hours prior to the seminar or attendees are liable for the entire fee.

Signature: \_\_\_\_\_

SEMINAR TITLE

- DATE

SEMINAR TITLE

- DATE

Dietary Needs:  Yes  No (If yes, list on reverse side.)

Investment: \$ \_\_\_\_\_ (U.S.D.)

Method of Payment (Circle One)

\* Check  PayPal Online

- Make check payable to Beverly Hills Manners, Inc.
- Enrollment priority is based on the order in which enrollment forms and payments are received.

Return to:  
Beverly Hills Manners, Inc.  
1075 Angelo Drive  
Beverly Hills, CA 90210

For Office Use Only: Enrollment form and payment received on this date: \_\_\_\_\_