



Beverly Hills Manners, Inc. Trainer Certification Program Children & Teens

Friday, March 25, 2011
to
Sunday, March 27, 2011
10:00am to 4:00pm
McCormick & Schmick's - Beverly Hills



BEVERLY HILLS MANNERS™

Trainer Certification Program Description

Children & Youth

Beverly Hills Manners has developed a 3-day training program for those entrepreneurs interested in beginning or expanding their business in children's etiquette and protocol. Whether a school teacher wishing to incorporate manners training enrichment in the classroom, a mother investigating supplementing her income with flexible hours or a college graduate looking to make a difference and positively impact the lives of others, a career in etiquette and protocol is open to everyone and offers unlimited possibilities. By the end of the program, graduates will have acquired all of the teaching skills and professional tools necessary to start their own successful etiquette business.

Beverly Hills Manners™ conducts three training sessions throughout the year. They take place in March, June and September in the city of Los Angeles, New York or London. Upon completion, all students receive a Certificate of Merit welcoming them into the world of etiquette and protocol.

Total cost for the 3-day program is \$3,500. Price covers all materials including workbooks, instructor curriculums, Power Point presentations and "Jump Start to Success" strategies. Upon completion of the program, students automatically become members of the International Society of Protocol Consultants™, an exclusive and private registry through which referrals will be forwarded to you from other members.

Contact us today to make your reservation. Classes are small to ensure quality of instruction so they fill up quickly. A deposit of \$1,000 secures your space in the class and must be received thirty (30) days before class commencement. For more information, please contact us at info@beverlyhillsmanners.com or call 310.276.9078. We look forward to hearing from you!

Part I — Overview & History

- History of Etiquette
- Etiquette vs. Manners
- Attitude, Respect, Consideration
- Character & Ethical Behavior
- Living the Golden Rule
- The Art of Civility
- First Impressions
- Presence & Posture
- Grooming & Attire
- Personal Style
- Verbal vs. Non-Verbal Communication
- Body Language
- Vocalization Techniques
- Greetings & Introductions
- Proper Handshaking
- Importance of Eye Contact
- Smiling
- Titles of Address
- Informal vs. Formal Forms
- Communication & Conversation Skills
- Chivalrous Behavior for Boys
- Criticism, Compliments & Conflict Resolution
- Cultural Diversity & Tolerance
- Telephone & Cell Phone Etiquette
- Receiving & Placing Calls, Caller I.D., Call Waiting
- Netiquette (Internet Rules)
- Email Etiquette
- Texting & IMing
- Social Networking, Facebook, Twitter
- School Manners & Play Date Etiquette
- Party Etiquette
- Guesting & Hosting Duties
- Stationery, Invitations & RSVP's
- Written Correspondence
- Thank You Notes
- Interviewing Skills & Resume Preparation

www.beverlyhillsmanners.com

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Part II – Dining Etiquette/Multi-Course Tutorial

Good dining skills are essential. After all, many of life's most important experiences occur around the table, from family gatherings, to professional interviews and meetings, and also in the dating world. Proficiency in knowing how to navigate one's way around the table helps to clear away the distractions and makes the dining atmosphere much more enjoyable for everyone.

- History of Dining
- Dining Basics
- Seating
- Posture at the Table
- Place Cards
- Formal & Informal Place Settings
- Identifying Glassware & Cutlery
- Service Plate
- Bread Plate & Butter Knife
- Napkin Usage & Placement
- Styles of Eating: Continental & American
- Resting & Finished Positions
- Finger Bowls & Dessert Presentation
- Serving & Clearing
- Passing in Pairs
- Toasting
- Punch Bowl Etiquette
- Following the Lead of the Host
- Making Pleasant Table Conversation
- Handling Difficult to Eat Foods
- What to Do If You Do Not Care for Something
- Dietary Restrictions
- Excusing Oneself
- Restaurant Dining Do's & Don'ts

Part III - Jump Start to Success/Effective Marketing

Our experience has shown that many students need additional training in how to be successful in developing their business. It is one thing to be an expert trainer in the field of etiquette, but the greatest challenge is learning how to market your expertise successfully. With marketing knowledge combined with sharing our own strategies and secrets for success, the student will be more confident and successful.

- Principles of Budgeting
- 21 Shoestring Marketing Secrets
- Writing Your Business Plan—10 Core Principles
- 12 Steps to Building a Powerful Brand Image
- Knowing Your Community
- Target Markets
- Research & Analysis
- Setting a Time Line & Goals
- Business Website
- General Advertising Principles
- Publicity—Free vs. Paid
- How to Sell
- Media Pitches
- Business Cards & Stationery
- Brochures
- Public Relations
- Speaking Engagements
- Volunteer Donations
- Charitable Groups
- Social Media
- Smart Phone Applications
- Converting Online Leads to Offline Sales
- Trademark Principles
- Public Speaking ABC's