

International Business Etiquette Consultant & Cross-Cultural Specialist Consultant Training & Certification 2021

- ❖ International Business Etiquette
- ❖ International Dining (Europe, Asia, Middle East)
- ❖ Cross-Cultural Etiquette (100+ countries)
- ❖ Global Executive Image (West, East & Middle East)

London, England, United Kingdom



The demands placed upon today's professionals surpass any experienced in the past. The sophisticated professional must know how to distinguish him or herself from the competition on an international scale, develop and maintain business, project a positive and respectful image, exude confidence and authority and build teamwork in a multicultural environment. In short, **to be competent and competitive in the global arena, effective cross-cultural communication and international business etiquette skills are essential.**

Accordingly, the rewards of being an **international business etiquette consultant** are great and the market demand for this **highly specialised expertise** is growing exponentially around the world, making it an extremely lucrative career field offering great financial success and freedom as well as strong moral reward. In fact, a study conducted by *Harvard University*, the *Stanford Research Institute* and the *Carnegie Foundation* shows that 85% of our future success depends on social skills. Likewise, *The New York Times* has confirmed that the etiquette industry is growing at a tremendous pace.

Whilst European social etiquette conventions have long set the standard for social behaviour, the accepted standards of conduct in the professional world are often quite different, in some cases the exact opposite:

- *Should a man order for his female guest at a restaurant? What if she is his boss?*
- *When and how do we shake hands? And just how firmly?*
- *Social versus Professional greetings. Is it "Mrs", Miss" or "Ms"?"*
- *"Best Regards" versus "Yours Sincerely". When to use which and why?*

Considering that nearly all business today requires a multicultural and international approach, please consider:

- *When is tea meant for dipping your fingers and belching a sign of pleasure and respect?*

The Minding Manners/International Etiquette & Protocol Academy of London's international business etiquette and cross-cultural specialist consultant programme has been designed to enable you to help others to master these all-important 'soft skills' that will catapult your clients to a higher level in their personal and professional lives.

Our 'International Business Etiquette & Cross-Cultural Specialist' training is the world's only four-part international business etiquette certification, allowing you to offer a complete suite of professional etiquette, image, dining and diversity training programmes.

You will benefit from our international, unsurpassed level of savoir-faire to help you develop an understanding, as well as tactics, for delivering the message of how to best combine the new global codes of behaviour. As such, you will position yourself and your clients as credible, knowledgeable, cultured and authoritative, helping them to make a positive first and lasting impression every time, everywhere, every day.

With the benefit of our proven international programmes, you will further develop a highly respected, demanded and profitable business for yourself, utilising the same programme materials, PowerPoint presentations, workbooks, videos and methodology we have used for more than a decade with VIP clients and global corporations around the world.

Minding Manners International, with the International Etiquette & Protocol Academy of London is the only choice for trainers looking for a **truly** international programme. For those already trained in etiquette, protocol or image, you will find that **our programmes extend your knowledge and capacity into the global arena like no other.**

Minding Manners International, with IEPA London is trusted by European Aristocracy, international Royal Families, Embassies, Diplomats as well as Fortune 500, CAC 40 and FTSE 100 corporations from around the world. Yet, our philosophy is that **everyone** is a VIP and, as such, deserves a solid foundation in the principles of giving and receiving respect which will become their passport to success across the world. Our unsurpassed notions of savoir-faire in the international arena will transfer our knowledge to you, enabling you to enhance your career as a Certified International Business Protocol Consultant and Cross-Cultural Specialist with unprecedented knowledge, training and on-going support.



The Polished Global Professional

How

Face-to-Face trainings are held over five consecutive days in London or abroad.

Online Group training closely follows the face-to-face training form but is delivered over four consecutive weeks. The training is structured and semi-self-paced.

Online Self-Paced training allows you to learn at a time and pace that is convenient for your lifestyle.

When

Face-to-Face 1st – 5th March or 27th September – 1st October 2021

Online Group 19th April – 14th May or 8th November – 3rd December 2021

Online Self-Paced Anytime

Where

London, United Kingdom. This international training is designed to put you at the centre of a global experience. Training takes place at the elegant 5-star The Milestone Hotel, located across the road from Kensington Palace and Gardens. The international dining tutorials take place at nearby acclaimed restaurants.

Online sessions take place on our dedicated learning platforms:

www.iepalondon.thinkific.com

www.iepalondon.zoom.us

What

You will be fully trained to present 12 courses, including primary components from our three key programmes. Additional instruction will aid you in preparing training sessions for 100+ countries. Following is a sample of information covered:

INTERNATIONAL BUSINESS ETIQUETTE

- Principles of Social etiquette versus Business etiquette
- Structural effects on business etiquette: Monarchies versus Republics
- European Business Etiquette
- North American Business Etiquette
- Best practices in business etiquette in Asia, the Middle East, Latin America and Africa
- Global considerations
- The effects of religion on the globalisation of business etiquette
- Networking and relationship management
- Body language
- Business card protocol
- Electronic communication
- Entertaining VIP clients
- Business entertaining around the world
- Precedence and nation-specific variations
- International gift giving
- Negotiating across cultures
- Diplomatic communication skills

CROSS-CULTURAL AWARENESS

You will be trained on how to develop your client's capacities to promote clear lines of communication and develop more effective relationships by:

- Better management of perceptions and misperceptions
- Broadening global awareness and inter-cultural intelligence
- Understanding diverse global business customs
- Creating low and high-context bridging strategies based on variable cultural dimensions
- Mastering international conversation and non-verbal communication skills
- Learning how to enhance teamwork in an international environment
- Understanding the cultural intricacies of decision-making patterns
- Learning how to enhance diversity training topics

INTERNATIONAL DINING ETIQUETTE

- We will take you on an extraordinary culinary adventure around the world, enhancing your multi-cultural training in the dining arena with THREE hands-on dining tutorials
 - Business dining in Western Europe
 - Business dining in the Middle East
 - Business dining in Asia
- Understanding the various protocols of dining with your hands
- Navigating complex international place settings
- The art of food sharing, or not
- Understanding the unspoken codes of when to begin business discussions



INTERNATIONAL EXECUTIVE IMAGE

You will also learn how to create (and train others to create) a successful international business image that propels you to the top of your career, irrespective of the industry and regardless of the corporate dress-code.

You will discover the nuances and characteristics of an internationally well-dressed professional by increasing your knowledge of

- Respectful international attire for the globe-trotting professional
- The various levels of ‘business casual’ and ‘smart casual’
- How to say “I am a leader” when the dress code is casual
- Looks to avoid in business environments around the world
- Masculine and feminine accessories and grooming
- After-hours business-related dress-codes
- Constructing a capsule wardrobe
- Packing for business trips
- Cultural dress codes in the Middle East
- Cultural dress codes in Asia
- Other business-related dress-codes

BUSINESS SETUP AND DEVELOPMENT

Additionally, you will receive comprehensive training to provide you with a solid foundation in setting up and running your business from A to Z, including sound tips and tactics for marketing strategy, public relations and business planning that will ensure your business success.

Business Topics Include

- How to setup and get started
- Selecting your company name
- How to gain high visibility in your city
- Setting your fees
- Setting up the right accounts
- Insurance issues
- Financial management

BUSINESS SETUP AND DEVELOPMENT (continued)

- How to prepare a proposal
- What to include in your portfolio
- How to write a contract/MOA
- Using an honorarium
- Delivering exceptional customer service

The Art of Consulting/Training

- How to deliver a Needs Assessment Analysis
- Planning the preliminary consultation
- Developing an action plan
- Carrying out a training or coaching session
- Issues to consider when teaching international business programmes
- Building rapport with clients of diverse backgrounds
- Effective cross-cultural negotiating
- Personal image and presentation skills
- Developing your research skills
- Diplomatic language skills
- Handling difficult situations

Marketing

- How to develop a marketing plan
- Networking
- What to include on your initial website
- How to handle the media
- Social media publicity tactics and issues to avoid
- Low cost or no cost ways to publicise events
- Developing programmes for private clients, corporations or universities
- Strategic ways to find new clients and customers
- Strategic ways to develop referrals, repeat clients and customer
- Advertising
- Public speaking engagements
- Stationery selection
- Promotional tools

Presentation

- Your professional image, representing your brand
- Building a professional wardrobe
- Public speaking
- Deportment

Certified International Business Etiquette Consultant & Cross-Cultural Specialist Consultant Training & Certification

You will receive the necessary sample forms and templates to implement immediately

- Pre-programme questionnaire
- Memorandum of Agreement/Contract
- Press release and journalist pitch letter
- Referral letter
- Action plan
- Invoice samples
- Training check lists
- ... everything you need to get started straight away!

Certification

Two options for certification are available:

- Single
- Exclusive

The **Single Certification** applies individually to the person who is trained, with a validity of five years. You will become certified as an International Business Etiquette Consultant and Cross-Cultural Specialist and thereby licensed to present the applicable Minding Manners International etiquette programmes in your territory, use our copyrighted materials and promote the fact that you are Trained and Certified by Minding Manners International – International Etiquette and Protocol Academy of London. You will become a member of the Minding Manners International Network and able to link to our website.

The **Exclusive Certification** includes all the above-mentioned benefits plus the exclusive right to present the programmes within your territory, which means no other person could train to present the relevant Minding Manners International programmes in your country/region. The exclusive license is for up to three people within one company and includes extended on-going training and support.

Credentials

At the end of the programme, you will complete an assessment examination to ensure that all of the principles and concepts are thoroughly understood.

Upon completion you will receive the designation of Certified International Business Etiquette Consultant and have the right to market yourself as:



Membership

Once your formal training has concluded, you will become a Member of the Minding Manners International Network. You will join a family of Certified Trainers representing more than 70 countries around the globe. This unique advantage will provide exclusive opportunities for you to learn from others within our network, as well as provide you with an opportunity to share your special knowledge with others.

COMPANY HISTORY

In 2003, Minding Manners launched in the heart of **Paris, France** on the Rue du Faubourg St. Honoré. As the first institution to bring back the tradition of the **European Finishing School** (only this time in a time-efficient, modular and contemporary format including business etiquette), numerous other etiquette schools have followed our path. We are honoured to serve as inspiration for them and proud of our vision and commitment to being an industry benchmark.

In 2007, Minding Manners relocated to **London, England** and began working in partnership with the International Etiquette and Protocol Academy of London. In 2015 Minding Manners became Minding Manners International, reflecting the true globalism of the brand. In 2018, IEPA London acquired Minding Manners International as a Division, securing **market leadership** as Europe's most trusted etiquette and protocol training and certification provider for International Business Etiquette with a network of Trained and Certified Consultants in 70 countries.

PRINCIPAL BIOGRAPHIES

Ms Tamiko Brown-Zablith is a **Certified International Etiquette and Protocol Consultant** with a **M.A. (Honours) in Protocol, Diplomacy and Cross-Cultural Relations**. She is the Founder of Minding Manners International and Principal Consultant for the International Etiquette & Protocol Academy of London.



With international certifications in Corporate Etiquette and International Protocol, credentials from the exclusive Swiss Finishing School **Institut Villa Pierrefeu**, as well as recognition in **UN Protocol** from the United Nations Institute for Training and Research, Tamiko also capitalises on a 20-year international business career travelling and working with clients from more than 100 countries. With a lifelong passion for intercultural communication, she has studied international etiquette and protocol in Paris, Geneva, London, Brussels, Washington DC and Shanghai, bringing 30 years of international etiquette experience to her delegates.

Having lived in Paris for ten years, Tamiko became recognised in France as **Madame Bonnes Manières** and the national reference for contemporary international etiquette. In England, her etiquette programmes earned a place on British Vogue's **Vogue List**. Additionally, she was recognised in 2011 at **Buckingham Palace** by **CNN** as an International Etiquette Expert and was recently selected in 2012 to volunteer at **Kensington Palace/Historic Royal Palaces**. Her unique training and experience bring the most credible first-hand expertise, along with a unique, diverse perspective assuring you **the most** international, credible and compelling business etiquette training available.

Ms Christine Pearce is a **Certified British Etiquette Specialist and Executive Image Coach**. With more than 25 years of experience in worldwide culture, Christine was born and raised in England with a very traditional English upbringing, including the attendance of a formal Grammar School of exacting standards. Her time spent working in London's financial arena, as well as her time spent living abroad in the Middle East, all contribute to her well-rounded approach and understanding of the importance of cultural integrity and diplomacy in today's global business world.



Christine has organised and attended an extensive array of corporate and society events, including exclusive white tie occasions, and was recently recognised by France Television as the **'Everything English' expert** for the **2012 Olympics**. Accordingly, her first-hand knowledge of British business etiquette and lifestyle is invaluable. She utilises her experience to bring you the finer details of business networking with the utmost of polish, sophistication and professional flair.

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Ms Magdalena Nowaczek is a **Certified International Business Etiquette** and **Diplomatic Protocol Consultant** and our **Protocol Communications Manager**. She holds credentials from the ‘European Academy of Diplomacy’ and the ‘United Nations Institute of Training and Research’, as well as dual M.A.’s in International Relations and American Studies.



As Minding Manners International trains its certification delegates to the highest level, Magdalena works with each trainee to ensure that knowledge of various components extend into the most formal level of etiquette, including introductory notions of international protocol.

Dr Stéphane Méry is our **Non-Executive Chairman**. An expert in global business set-up and development, as well as investment and venture capital, Stéphane’s strategic guidance and international commercial wisdom set the foundation for the Business Segment of our Train-The-Trainer programmes, providing information to help trainees successfully set up their business so that they may competitively enter the market with immediacy, focus and a compelling strategic game-plan.



SHORT LIST OF INTERNATIONAL CLIENTS

The following are just a few of our individual or corporate clients to whom we have presented the same materials you will be certified to present:



YOUR NEXT STEP

To help you make the most of your training, please fill in the attached Trainee Profile and attach a copy of your CV.

Please return both along with your completed Registration Form. Thereafter you will receive an Invoice. Upon receipt of payment, you will receive a Letter of Confirmation, Agreement and Code of Ethics along with a detailed course outline and pre-course activities.

Please start looking now for the editor of your most reputable local newspaper so that we may provide them with a News Release following your training, attesting to your new credentials as a Certified International Business Etiquette Consultant and Cross-Cultural Specialist.

THE INVESTMENT

Your investment for the **International Business Etiquette Train-The-Trainer Certification** course presented in London is £5,595.00 + 20% VAT. Returning Minding Manners/International Etiquette and Protocol Academy of London consultants receive a 10% reduction. (Exclusivity Agreements are available to those who wish to secure an entire territory. Please enquire regarding the rate for your specific region.) Tuition includes five (5) full days of training, comprehensive materials, illustrated workbooks, PowerPoint presentations, sample business forms and customisable documentation.

Your investment also includes three (3) dining **tutorial** luncheons, two regular lunches, plus morning and afternoon refreshments. At the end of the training an assessment will take place. Upon successful completion your framed Certificate will be issued, and you will become a Member of the Minding Manners International Network and have the option to link to our website.

Please see the Registration Form for Online fees.

PAYMENT POLICY

Payment is accepted via bank wire transfer six (6) to fifty-two (52) weeks in advance. Refunds are available upon written request up until ten (10) weeks prior to the training date for which the registration was accepted, with a deduction of a 15% administration fee. Refunds are not made after the ten (10) week period.

Transfer to a future course will require a request in writing to be submitted along with a transfer fee of £200.00 (GBP), plus VAT, to cover administration fees and related expenses. A transfer to a future course applies only to the specific training in which you are registered.

HOTEL INFORMATION

The Milestone Hotel is the preferred hotel partner for our Certification trainings. We are proud to let you know that they have received the 'Best Service Winner' award by Condé Nast Awards for Excellence, as well as Trip Advisors **Certificate of Excellence**.

Alternative accommodation has also been negotiated at **The Bailey's Hotel** (Millennium Group), located next to Gloucester Road underground station, which is a ten to 15-minute walk from the Milestone Hotel. Bus service is available.



International Business Etiquette & Cross-Cultural Specialist Consultant Training & Certification 2021

Registration Form and Trainee Profile

London, England, United Kingdom

First Name _____

Last Name _____

Nationality _____ Date of Birth (day/month) _____

Last five (5) characters of your Passport Number _____

Postal Address _____

Postal Address _____

Country _____ Postal Code _____

Telephone _____ Mobile _____

Email Address _____

Company, School or Association _____

Career or Volunteer Field _____

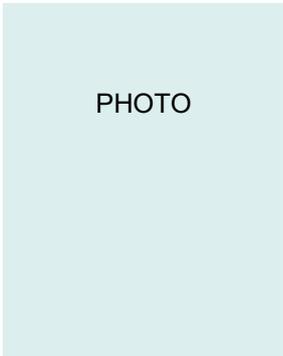
Do you have any dietary restrictions? (face-to-face training) If yes, please state here _____

Person to contact in case of emergency (face-to-face training) _____

How did you hear about us? _____

Please print your name below, in capital letters, as you wish it to appear on your Certificate

For what territory are you registering? (Country) _____



- I have read, understand and accept the Terms and Conditions set forth by International Etiquette and Protocol Academy of London Ltd. I fully understand that the materials and observations accorded during my training are uniquely for my sole usage and as such, they are non-transferable to any third party, whether certified or not. I agree not to film or record any portion of the programme. I also understand that payment is non-refundable; however, should an urgent matter arise, I may defer my participation to another programme and date.
- I have read the Privacy Policy at www.iepalondon.com. I agree to the terms and give International Etiquette and Protocol Ltd consent to collect, use, store and share my personal information as outlined.

Signature _____

Investment (London group session) £5,595.00* (GBP)

- Enclosed is the total payment in the amount of £5,595.00*
- Enclosed is a deposit in the amount of £2,797.50* (The balance is due six (6) weeks prior to your selected training date.)
- Returning consultants only** Less 10% - Enclosed is total payment in the amount of £5,035.50*.

Investment (Online group session) £4,595.00* (GBP)

- Enclosed is the total payment in the amount of £4,595.00*
- Enclosed is a deposit in the amount of £2,297.50* (The balance is due six (6) weeks prior to your selected training date.)
- Returning consultants only** Less 10% - Enclosed is total payment in the amount of £4,135.50*.

Investment (Online self-paced individual session) £4,995.00* (GBP)

- Enclosed is the total payment in the amount of £4,995.00*
- Enclosed is a deposit in the amount of £2,497.50* (The balance is due six (6) weeks prior to your selected training date.)
- Returning consultants only** Less 10% - Enclosed is total payment in the amount of £4,495.50*.

* Applicable sales tax will be added, e.g. VAT.

** You may be eligible to receive a refund for VAT. Please check with your accountant directly.

*** Training may be eligible for a tax write-off for continuing education. Check with your accountant.

Training Dates 2021 (please tick your preferred dates)

London

- 1st – 5th March
- 27th September – 1st October

Online

- 19th April – 14th May
- 8th November – 3rd December
- Self-paced start date _____

Method of Payment

Upon receipt of the completed Registration Form, an invoice will be forwarded to enable payment to be made via bank transfer. All other payment forms will incur a 5% administration fee (including cash, cheques, credit and debit card payments). Please list your surname as the reference on your payment.

Please return this form to Ms Christine Pearce, International Business Director

Email cpearce@mindingmanners.com **Telephone** +44 (0)20 7938 2094

Office Use Only: Registration received _____ Payment received _____

Trainee Profile

Please provide a brief C.V. (resumé) of relevant career and/or life experiences so that we may get to know you better.

Please list your other etiquette training, certification or credentials? _____

Do you have any corporate work experience? Yes No

Do you have any international work or living experience? Yes No

What strengths or special skills do you currently have that will benefit you in your new career as an etiquette consultant? _____

What special skills do you wish to nurture over the next few years? _____

What are your personal business strengths? _____

Please list any etiquette books that you have read recently. _____

Would you like to share anything else with us before the training session? _____

Thank you!

We very much look forward to welcoming you soon.

