



EDDA ACCADEMIA DI STILE

Business Etiquette course
PROGRAMME

DURATION OF THE COURSE:
3 DAYS (FULL IMMERSION)
8 HOURS EACH ONE



Business & Etiquette PROGRAMME

· INTRODUCTION

· THE OFFICE: IS OUR OFFICE FOLLOWING THE ETIQUETTE RULES?

· THE GUIDEBOOK OR THE COMPANY'S MANUAL

· THE DRAFTING OF A COMPANY'S MANUAL

· THE RELATIONSHIP WITH SUPERIORS

- CASE HISTORY

· PERSONAL BRANDING

· ANALYSIS OF OUR OWN PERSONALITY

· ANALYSIS OF OUR STRENGTHS AND OUR WEAKNESS

· HOW TO MINIMIZE OUR SHORTCOMINGS AND GIVE HIGHLIGHTED TO OUR STRENGTHS, WITHOUT LOSING OUR OWN PERSONALITY.

· AFFIRMING OURSELVES AS WELL AS OUR COMPANY'S CREDIBILITY

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· PERSONAL IMAGE – ARE WE SURE ENOUGH THAT OUR TEAM EMPLOYEES REPRESENT PROPERLY OUR COMPANY OR CORPORATION?

-HOW TO DRESS IN THE OFFICE

-UNIFORMS

-THE DRESS CODE

-PERSONAL HYGIENE

-MAKEUP

-GESTURES

· OUR IMAGE – THE MIRROR OF OUR COMPANY

· MALE DRESS CODE (AT PROFESSIONAL LIFE)

· FEMALE DRESS CODE (AT PROFESSIONAL LIFE)

· ERRORS TO BE AVOIDED

· THE ART OF RECEIVING – THE IMPORTANCE OF THE FIRST IMPRESSION

· PRESENTATIONS AND GREETINGS

· HOW TO CONDUCT PRESENTATIONS

· PRESENTATIONS ACCORDING TO AGE, SEX, RANK AND THEIR MAIN EXCEPTIONS

· HOW TO AVOID MISTAKES

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- ETIQUETTE IN NEGOTIATIONS – ETIQUETTE VS BUSINESS
 - NEGOTIATION – DEFINITION
 - ACTIVE LISTENING
 - RELATIONSHIP WITH SUPPLIERS
 - BUSINESS LUNCH AND/OR DINNER
 - HIGH COST THAT WILL REPRESENT THE LACK OF ETIQUETTE
- THE TABLE – EVERYTHING THAT A PROFESSIONAL MUST KNOW...
 - CORRECT SETTINGS AND LAYOUTS
 - INTERNATIONAL RULES
 - FORMAL SETTINGS
 - BRUNCH & BUFFET
 - TEA-TIME
 - COFFEE BREAK
 - PRACTICAL INFORMATION WITH CARDS OR SHEETS
- PRIORITIES – THE IMPORTANCE OF THE ALLOCATION IN ACCORDANCE WITH HIERARCHIES
 - ANALYSIS OF THE PRIORITY CONCEPT (WHY – WITH WHOM – WHEN – WHAT STYLE)
 - FRENCH STYLE (ALSO MENTIONED AS INTERNATIONAL)
 - ANGLO-SAXON STYLE

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- THE SERVICE AT THE TABLE

- FRENCH SCHOOL
- ENGLISH SCHOOL
- SOME OTHER TYPES OF SERVICE
- SOME RULES AT THE TABLE: EVERYTHING HAS ITS POSITION AND A REASON TO BE THERE

· THE BEHAVIOR AT THE TABLE - WHERE THE WEAKNESSES ARE MOST NOTICEABLE ·

- GIVING THE TIME OF START OF A MEAL
- USE OF SILVERWARE (BEFORE, DURING AND AFTER)
- HOW TO USE THE FORMAL SETTINGS
- THE TOAST
- THE ERRORS IN POSTURE AT THE TABLE
- THE RIGHT TIME TO WITHDRAW FROM AN EVENT

· COMMUNICATION

- TELEPHONE COMMUNICATION
- WRITTEN COMMUNICATION
- THE USE OF THE WEB
- THE CHAT SYSTEMS
- VIRTUAL MEETINGS
- MEETINGS AT THE OFFICES
- THE NET ETIQUETTE

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· MEETINGS, CONVENTIONS, EVENTS AND FORMAL CEREMONIES

- REUNIONS AND CONVENTIONS. BUSINESS MEETINGS
- CLASSIFICATION OF MEETINGS/EVENTS AND THEIR CHARACTERISTICS
- LOCATION
- SETTINGS AND THE PREPARATION OF MEETINGS
- PRIORITIES FOR YOUR MEETINGS AND CONVENTIONS
- USE OF FLAGS IN ITALY
- VIRTUAL MEETINGS
- EVENTS AND FORMAL CEREMONIES
- VARIOUS TYPES OF TABLES
- THE OFFICIAL PRIORITIES FOR BUSINESS FOR LARGE EVENTS
- ALLOCATION OF PLACES, STAGES, PANELS, CARDS, MAPS AND PLANS

· BUSINESS TRIP FOR A MAN/WOMAN

- ALL THE RULES TO TAKE CARE OF
- HOW TO AVOID MISTAKES
- GIVE THE BEST IMPRESSION OF THE COMPANY REPRESENTED

· THANK YOU NOTES AND GIFTS – THE ART OF KNOWING WHAT TO GIVE

- HOW TO THANK AFTER AN INVITATION
- WHAT SHOULD BE GIVEN AND WHAT SHOULD NOT BE GIVEN
- THE RULES FOR SENDING GIFTS
- THE PERSONAL CARDS

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-WHAT KIND OF GIFTS CAN BE GIVEN ABROAD

·INVITATIONS - TO KNOW HOW TO PHRASE, INTERPRETING AND RESPONDING TO AN INVITATION MAKES EVERYTHING EASIER...

·INTRODUCTION

·DIFFERENT TYPE OF INVITATIONS (OFFICIAL, FORMAL, MARRIAGE...)

·DIFFERENT FORMS OF INVITATION (WRITTEN INVITATION, PHONE INVITATION, OTHERS)

·CORRECT READING AND RIGHT INTERPRETATION OF EACH TYPE OF INVITATION

·HOW TO RESPOND TO EACH TYPE OF INVITATION

·THE WARDROBE IN THE SOCIAL LIFE - THE HABIT MAKES THE MONK..

·DIFFERENT RECEPTIONS. WELL-DEFINED AND WELL UNDERSTANDING EACH TYPE OF RECEPTION

·RULES TO BE FOLLOWED FOR THE EVENTS THAT ARE CARRIED OUT, IN THE MORNING, AND AT LUNCHTIME. RULES FOR NIGHTTIME.

·FUNERALS

·MEN'S WARDROBE

·FEMALE WARDROBE

·AWARDS

·SOME SUGGESTIONS (THE GESTURAL EXPRESSIVENESS, NECKLINES, HAIR STYLES...)

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·THE ORGANIZATION OF A WORKING DINNER

·DIFFERENT STEPS FOR SUCCESS

·OUR STAFF'S BEHAVIOR

·PRACTICAL CASE

·ETIQUETTE ABROAD

-DEFINITION OF CROSS-CULTURE

-ITALIANS SEEN BY THE REST OF THE WORLD

-GERMANY

-UNITED KINGDOM

-ARAB COUNTRIES

-UNITED STATES OF AMERICA

-CHINA

-INDIA

-MEXICO