

Meet the Instructors

During her years in the corporate world as a vice president for a major corporation, **Carol Haislip**, Director, interviewed, trained, and supervised hundreds of employees. She knows firsthand that first impressions really do last a lifetime. Through her dynamic teaching techniques, she illustrates that an effective professional image is critical for success on the job, in school, or in any other social or business environment. Ms. Haislip holds a Masters of Business Administration with a concentration in International Business.



Cathleen Hanson, Director, is an award-winning speaker who has served as a university professor of communication, teaching courses in the areas of public speaking, business communication, interpersonal communication, group communication, and nonverbal communication. As a fully engaging top-notch teacher, her emphasis is on teaching adults, teens, and children what she considers to be skills for life. Ms. Hanson holds a Masters in Communication Theory.



Years of working in the business world as a recruiter, trainer, and negotiator, led Senior Associate **Marsha Hall** to realize that social and communication skills were the keys to success. When teaching, she emphasizes the importance of these skills. Her friendly and upbeat approach makes her a favorite with seminar participants. Ms. Hall holds a Bachelor of Science in Business Administration.



About the International School of Protocol®

The International School of Protocol® provides the highest caliber of protocol and etiquette training for business professionals, adults, and youth. The instructors have provided training for business executives, corporations, politicians, groups, and individuals. These programs are informative and interactive, and are tailored to meet the needs of a group or an individual.

The International School of Protocol's training sessions have been featured in *The Washington Post*, *The Baltimore Sun*, *Style Magazine*, *The Jeffersonian*, *The Towson Times*, *The Daily Record*, *Bar Bulletin*, *Baltimore Magazine*, *Business Monthly*, *The Howard County Times*, *Smart Woman*, and on CBS News' Early Morning Show, WJZ-TV, Maryland Public Television, Voice of America, and WAMU Public Radio, among others.

For further information, or to find out how we can customize a program for you at our site or yours, contact:

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Business and Social Etiquette Seminars for the Discerning Professional



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Conversation, Networking and Mingling Skills

A great deal of success in business and social environments is dependent upon people skills. Knowing how to work a room (or work an event) with comfort and ease can help ensure a positive outcome.

- 🌐 Topics for Conversation
- 🌐 Establishing Your Presence
- 🌐 Using Your Contacts
- 🌐 Making Connections
- 🌐 Meeting People
- 🌐 Wearing a Name Badge
- 🌐 Initial Interactions
- 🌐 Setting Goals
- 🌐 Starting, Continuing, and Ending Conversations
- 🌐 Remembering Names
- 🌐 Business Card Etiquette
- 🌐 Conversation Taboos
- 🌐 After Event Follow Up



Interviewing Skills

Knowing how to make the best impression before, during and after the interview will help one master the interview process.

- 🌐 Pre-interview Preparation
- 🌐 Effective Resumes
- 🌐 Interview Dress and Appearance
- 🌐 Entrances and Departures
- 🌐 The Best Interview Attitude
- 🌐 Nonverbal Communication
- 🌐 Interview Questions and Answers
- 🌐 Mock Interviews
- 🌐 After Interview Follow-up



Professionalism, Civility, and Business Etiquette

Proper etiquette provides that extra polish that will enable one to present oneself with confidence and authority.

- 🌐 Greeting People
- 🌐 Proper Introductions
- 🌐 Acts of Kindness and Respect
- 🌐 Conducting Meetings with Clients and Vendors
- 🌐 Powerful First Impressions
- 🌐 Conversation Skills
- 🌐 Interpersonal Communication
- 🌐 Nonverbal Communication
- 🌐 Working Effectively with People
- 🌐 Courteous Treatment of Guests
- 🌐 Personal and Professional Space
- 🌐 Entering Elevators, Walking through Doorways, and More
- 🌐 Projecting a Positive Attitude
- 🌐 Projecting a Professional Image
- 🌐 Acting as a Company Representative
- 🌐 When to Sit or Stand
- 🌐 Public Speaking
- 🌐 Presentation Skills
- 🌐 Telephone/Cell Phone/PDA Etiquette
- 🌐 Written Correspondence Etiquette
- 🌐 E-Mail Etiquette



Professional Image

To succeed in today's world, employees need to be aware that they represent both themselves and the organization. It is particularly important to understand how dress and demeanor impact perception.

- 🌐 Eye Contact
- 🌐 Body Language
- 🌐 Professional Attire
- 🌐 Industry Attire Expectations
- 🌐 Levels of Business Casual Dress
- 🌐 Understanding Business Casual vs Leisure Casual
- 🌐 Accessories
- 🌐 Attention to Detail
- 🌐 Voice
- 🌐 Grooming
- 🌐 Handshaking

Dining Etiquette

Whether it is a formal dinner or a casual lunch, dining know-how is important. A savvy diner is able to focus on conversation and relationship building rather than which utensils to use.

- 🌐 American and Continental Styles of Dining
- 🌐 Napkin Know-How
- 🌐 Eating Various Foods
- 🌐 Hosting an Event
- 🌐 Place Setting Smarts
- 🌐 Proper Seating
- 🌐 Being a Good Guest
- 🌐 Handling Unexpected Situations
- 🌐 Taking a Client to Dine
- 🌐 Conversation at the Table
- 🌐 Toasting
- 🌐 Treatment of Wait Staff
- 🌐 Dining Faux Pas



Customer Service

Knowledgeable and efficient employees, whether in a restaurant, store, or club, can mean the difference between a customer or guest having a positive or negative experience. The staff needs to be professional, above average, and well respected in order to create a reputation of the highest regard.

- 🌐 Attitude is #1
- 🌐 Dressing the Part
- 🌐 Appropriate Greetings
- 🌐 Verbal and Nonverbal Communication Skills
- 🌐 Customer Relations
- 🌐 Listening Skills
- 🌐 Professional Courtesy
- 🌐 Dealing with Difficult Customers
- 🌐 Handling the Smallest Details
- 🌐 Teamwork

