

## Plan for Your Success

You have a vested interest in the young people in your community. And, you have the concern for our next generation of leaders and the professional skills to engage young people in the critical assets of respectful and honorable behavior.

## Who Should Attend

- Entrepreneurs interested in starting their own businesses presenting up-to-date seminars and classes
- Teachers/Retired teachers
- Recent College Graduates
- Career Changers
- Parents/Grandparents
- Nannies/Butlers
- Youth Ministers/Missionaries
- College/University Career Services Professionals
- College/University President & Alumni Officers
- Panhellenic/IFC House Directors/Advisors
- High School Advisors/Counselors/Graduation Coaches
- Hospitality Industry Professionals
- Sports Administrators

## Course Overview

Expert instructors, guided exercises, coaching, teaching opportunities, observation, and field trips provide a thorough foundation in the fundamentals of etiquette for young people. Participants gain a broad understanding of the comprehensive manners for professional and social application including the complete blueprint of establishing your business as a children's etiquette consultant.

## How you will benefit

There are no development costs, no inventory for you to purchase up front and no monthly franchise fees. You will be certified and licensed to present The Etiquette & Leadership Institute's curriculum. Authorization and permission to reprint the workbooks and support materials is granted to each graduate. The Etiquette & Leadership Institute's scripts, CD-ROMs, and illustrated workbooks are geared to the needs of today's young people. You will receive step-by-step guidelines to present seminars, classes, dining tutorials, as well as training in marketing, public relations, dynamic delivery and presentation skills.

# Train to be a Children's Etiquette Consultant®



ETIQUETTE & LEADERSHIP  
INSTITUTE

[www.etiquetteleadership.com](http://www.etiquetteleadership.com)

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# THE FIVE-DAY INTERACTIVE COURSE

Step-by-step guidelines to present seminars and classes include:

## Foundations

- Personal Leadership
- Scope & Sequence of Etiquette
- Tea Etiquette
- Observing Classes in Action

## Tool Box

- Etiquette vs Protocol
- Menu Cards
- Seven Ingredients of a Great Introduction
- Name Badges
- How to Teach Social Dance

## Everyday Etiquette for Children

### Children's Etiquette for Today

### Dining Skills for Children

- Introduction Skills
- Movie Etiquette
- Napkins
- Fast Food Manners

## Teen Etiquette for Today

### Dining Skills for Teens

### Teen Employment and You

- Handshaking
- Conversation Skills
- Electronic Communications

## Professional Business Savvy

### Professional Dining Savvy

### Professional Employment and You

- Host & Guest Duties
- American & Continental Styles of Eating
- Dining Do's and Don'ts



## Marketing

- Stationery
- Evaluation of Your Materials
- Setting Tuition for Classes
- Structuring and Customizing a Workbook
- Flyers
- Sample Proposal
- Mini Working Business Plan

## Public Relations

- P. R. Primer
- What is Newsworthy?
- Be an Expert
- What is Your Hook?
- Who is Your Target Audience?
- Packaging Your Story
- Be Ready When the Press Calls
- Generating Publicity
- End-of-year Checklist

## Business Operations Manual

- History of Perfectly Polished
- Your Vision and Mission Statements
- Recruitment Letters
- Income Potential
- Resources
- Attention Getters
- Sizzle Ideas
- Appearance Guide
- Master Checklists

## Presentation Skills

- Preparation Techniques
- Room Arrangements
- How to Start Any Class
- Formatting Informative Presentations
- Developing a Prop Box

**For registration information, contact:**

Cindy Haygood, Training Director @ 888.769.5150 or visit [www.etiquetteleadership.com](http://www.etiquetteleadership.com)

## WHY THE ETIQUETTE & LEADERSHIP INSTITUTE?

The Etiquette & Leadership Institute is the most trusted name in the profession, celebrating more than two decades as the leader in children's etiquette training and certification. The curriculum is professionally designed and embraces learning theories to engage your personal learning style and that of the 8 to 24 year old learner. Skilled trainers, who are subject matter experts, utilize

interactive teaching and learning methods to provide a dynamic learning experience. Join a very select group of more than 700 men and women trained and certified by The Etiquette & Leadership Institute and present your own informative and profitable classes and seminars.