

Subject for Etiquette Certification

Introduction to Etiquette & Pre-course Workbook

1. Why Etiquette Matters
2. History of Etiquette
3. The Swann School of Protocol Etiquette Training Overview
4. Research Your Competitors
5. Your Board of Advisors
6. Your Support Team

Dining Etiquette

1. Table Service and Settings
2. A Proper Dining Experience: Start to Finish
3. American Style Dining
4. Continental Style Dining
5. Appetizers
6. Eating Various Foods
7. Delivering a Toast
8. Dining Do's and Don'ts
9. Dining Dilemmas
10. Interaction with Others During Mealtime
11. Paying for the Meal
12. Mindful Manners at Mealtime

Business Etiquette

Conduct and Behavior in the workplace

1. Proper introductions to CEO's
2. Chivalry in the workplace
3. What to say to a coworker when..
4. Business meeting etiquette
5. Workspace management

Technology and Business

1. Email phone communication
2. Video conferencing etiquette
3. Internet use at work
4. Social media and business

Making Connections in the Business Arena

1. Job interview etiquette
2. Networking etiquette
3. The art of the business meal

Etiquette for Adults

Self Presentation Skills

1. Body language and posture
2. Sitting properly
3. Standing
4. Walking
5. Shaking hands
6. Eye contact
7. Graceful and mannerly behavior
8. Self-confidence

Communication Skills

1. Voice and vocabulary
2. Introductions
3. Conversations
4. Small talk
5. What to say when
6. Email and phone communication
7. Thank you notes

Proper Social Skills and Interactions

1. Social awareness
2. Cell phone etiquette
3. Modern gentleman and ladylike behavior
4. Dating etiquette
5. Internet dating
6. Date night decorum
7. Social media etiquette

Public Behavior

1. Flag etiquette and our national anthem
2. Elevators doors and cars
3. Tipping etiquette
4. Airplane travel etiquette

Teen Etiquette

Kindness

1. 3 core values of etiquette
2. Kind words and phrases
3. Polite behavior for teens
4. Respect and consideration towards others

Communication and Conduct

1. Body language
2. Phone communication
3. Small talk
4. Addressing officials
5. Introductions
6. Self conduct & behavior
7. Thank you notes

Self Presentation

1. Style and grooming
2. Walking
3. Standing
4. Sitting
5. Shaking hands
6. Gentleman and ladylike behavior
7. Elevators doors and cars
8. Wardrobe

Technology

1. Social media
2. Introduction to social media
3. Email
4. Texting
5. Responsible use and digital footprint
6. Social awareness

Social Life

1. Dating
2. Prom etiquette
3. Pep rallies
4. Friendship
5. Flag Etiquette
6. School ambassadors
7. School Assemblies

Travel

1. Airplane travel etiquette
2. Trains busses cars
3. Hotels stays air BNB
4. Behavior at museums, theaters. and national monuments
5. Behavior when visiting corporate offices

Children's Etiquette

Kindness

1. 3 core values of etiquette
2. Kind words and phrases
3. Polite behavior for children
4. Respect and consideration towards others

Self Presentation

1. Hygiene
2. Body language and posture
3. Sitting properly
4. Standing correctly
5. Walking correctly
6. Shaking hands
7. Eye contact
8. Self-confidence

Communication Skills

1. Conversation skills
2. Talking to adults
3. Introductions
4. Thank you notes

Proper Public Behavior

1. Flag etiquette and our national anthem
2. Making good choices when I'm out
3. Elevators doors and cars

Behavior at School

1. Manners and friendship
2. Special activities at school
3. Good sportsmanship