



BUSINESS ETIQUETTE

Objective

In the Business Etiquette course, participants learn the current etiquette and how to use it properly both in their private as well as professional lives. They are therefore aware of the impact of their own body language when dealing with their business partners and can use it in a targeted manner. Additionally, the participants learn about the most important aspects of international etiquette from various regions, thereby gaining self-confidence in choosing their business attire.

Target Group

The Business Etiquette course is designed for people who have direct contact with customers in their work, in particular for companies that offer services such as banks, insurance companies, or sales employees.

Procedure

First, the theoretical knowledge about etiquette in the everyday business world is taught. At the end of the Business Etiquette course, the participants practice what they learned at a cocktail hour or dinner. Ideally, the Business Etiquette course takes place in a hotel or restaurant with seminar rooms near you. The company cafeteria or a seminar room – without practical portion – is also a possibility. The duration of the course depends on the desired content.

Content

We take your individual needs into account when designing the course – which means that you receive a tailored mix of topics that are geared toward the requirements and the wishes of your company. For individual registrants, predesigned Business Etiquette Seminars are also possible.

The course modules generally include the following topics:

1. Introduction to modern etiquette
2. Body language – nonverbal communication
3. Extending invitations and giving appropriate gifts
4. Business dress code
5. Self-confidence on the social playing field (introducing yourself, small talk, dealing with business cards)
6. International etiquette (e.g. Arab countries, Jewish traditions and customs, Far East, North America, South America)
7. Self-confidence at the table (table manners, seating, menu and wine selection, wine tasting)
8. Practical exercises (cocktail hour and dinner)

Additionally, the following situations can be practiced via video training:

- Small talk
- Making contact
- Introducing yourself and greetings
- Caring for guests

CONTACT

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