

DINING ETIQUETTE

Do you have to entertain clients as part of your job, but aren't quite sure what your role is?
Have you ever wanted to become more professional as a host, or as a guest in a business context?
Would you like to be able to impress your clients with your understanding and knowledge of their culture's dining and business etiquette?

We all know that building long-term, sustainable business relationships takes time and effort to develop. A lot of that effort and time is spent over a meal or entertaining clients. How confident do you feel when hosting and entertaining your clients, understanding their cultural needs, and ensuring they have a positive experience so they are left with a professional image of you and your company?

In fact, it is not uncommon for people to make character judgments based solely on the way you handle yourself in social situations. When working and entertaining in a foreign environment, clients are always impressed if you have taken the time to understand the nuances of their local culture and etiquette. It is often a topic of conversation and quickly leads to a better understanding of each other. It goes a long way towards building trust and rapport, as well as stronger and closer relationships.



Your demonstration and understanding of local business etiquette can make or break getting a big promotion or winning an important business deal. If you want to improve your ability to entertain clients, it will take some effort on your part. However it is a worthwhile investment of your time, resulting in improved inter-personal skills, increased confidence and the ability to deal with people from different cultures and background.

Throughout the programme, you will receive hands-on experience, practical exercises focused on demonstrating your understanding of the concepts and topics discussed, as well as individual coaching. You will learn the best practices for mastering table manners, how to conduct yourself in any social environment (both formal and informal), which eating utensils and wine glasses to use, and how to be a successful and professional host or guest.

All our training programmes are customised to focus on your individual, executive or organisational needs and goals. We can assist you in identifying and conducting the most effective training or coaching solutions to suit your requirements.

Topics can include:

- Eastern vs. Western business etiquette
- Planning the event - understanding the purpose and goal of the function
- Defining your role of the host
- Being a gracious guest
- Standing out from the crowd
- Confidently working the room - making introductions and small talk
- Making a good first impression - first words and physical appearance
- Avoiding the company "clump"
- The dining experience - formal and informal functions
- Seating arrangements
- Mastery of table manners
- Using the correct utensils, flatware and glasses
- Relating the menu to the table layout
- Choosing and tasting wine
- Optional wine tasting with local wine expert
- Dining hints and tips
- Settling the bill and tipping
- Cultural protocol awareness for business travellers
- Tips for surviving in a foreign country or setting