

World-Class Business Etiquette™ & Multicultural Experts Training

April 15–17, 2011
New York City



This one-of-a-kind seminar and training program in New York City, presented by leading etiquette experts and multicultural / social media specialists, gives you the tools to succeed as an etiquette expert anywhere in the world.

This expert training is open to international consultants, corporate HR specialists, entrepreneurs, small-business owners, authors, online marketers, educators, UN representatives, business trainers, and etiquette consultants.

This intensive three-day seminar will be held at the Hotel Wales, 1295 Madison Avenue, New York City, April 15–17, 2011.

SCHEDULE

Etiquette Expert's Mindset & Philosophy

Friday, April 15, 11:00 a.m.–5:00 p.m.: Discussion/Lunch/Presentations

- Becoming a highly paid etiquette expert
- Creating your own business/social/children's etiquette brand
- Building business partnerships
- Researching your customer base and audience
- Making use of the Etiquette Expert's toolbox: strategy, brand theme, partnerships, solutions, and media
- Understanding the mind/body connection and its importance

Presentations:

“Business Etiquette & Business Dining”

Mary Mitchell, business etiquette author, leadership development coach, and etiquette expert

“Essential Marketing Tools in Building Your Etiquette Business”

Lyudmila Bloch, linguist, etiquette author, and business etiquette coach

Etiquette Expert's Action Plan

Saturday, April 16, 11:00 a.m.–5:00 p.m.: Discussion/Lunch/Presentations

- Learn essential elements of effective proposal writing for business etiquette training
- Review samples of basic publicity tools, including press releases
- Acquire the necessary presentation and communication skills for etiquette experts
- Receive your expert bonus materials, including books, PowerPoint presentations, templates, and programs

Presentations:

“Business Etiquette Training for Healthcare Professionals”

Mary Mitchell, business etiquette author, *Reuters* columnist, and leadership coach

“Special Occasion Etiquette: Wedding Etiquette/Planning Guidelines”

C. Anne Coulter, certified wedding planning expert

“Managing Stress”

James K. Weber, MD, surgeon, speaker, and yoga therapist

Becoming a World-Class Etiquette Expert / Multicultural Specialist

Sunday, April 17, 11:00 a.m.–5:00 p.m.: Discussion/Lunch/Presentations

- Developing your credentials and skills as a seminar leader, international expert, and business-etiquette trainer
- Focusing on global economy and international business as a multicultural specialist
- Creating your unique content and voice in the industry
- Promoting and selling your products and services

Presentations:

“Multicultural Specialist & Business Etiquette Expert: East/West”

Lisa De La Valle-Finan, business anthropologist and multicultural expert

“Social Media for Business Anywhere in the World”

Jeremy Willinger, social media expert and writer

“The World-Class Business Etiquette Experts & Multicultural Consultants program from the two unrivaled etiquette leaders—Mary Mitchell and Lyudmila Bloch—hits at the heart of business etiquette training. Their combined experience and collaboration attest to their passion for civility, world-class manners in the global economy, and effective business relationships.”

—**Letitia Baldrige**, the world's leading authority on etiquette and former social secretary in the Kennedy White House.

Bonus Materials (*Valued at \$3,600*)

Our special bonus materials (included in the cost of attendance and valued at \$3,600) will help reinforce the training provided at the seminar and offer additional tips and tools. This special package includes:

1. **Three (3) PowerPoint presentations:** “Business/Corporate Etiquette,” “Healthcare Business Etiquette,” and “World-Class Business Etiquette.”
2. **Two (2) PowerPoint presentations:** “Character Education: Why Teach Character Education” and “How to Teach Character Education to Teens.”
3. ***The Golden Rules of Etiquette at The Plaza***, a 44-page book for children ages 6–12.
4. **Two (2) MP3 recordings** of Mary Mitchell and Letitia Baldrige.
5. **Three (3) autographed books:** *Taste* by Letitia Baldrige, and *Class Acts* and *The Complete Idiot’s Guide to Etiquette*, both by Mary Mitchell.
6. ***World-Class Business Etiquette***, a 25-page PDF collection of articles on 19 topics of business etiquette by Jeremy Willinger and Lyudmila Bloch.
7. **A preparatory session** (date will be emailed) with Mary Mitchell prior to the training: “Differences in Personality Style; Effective Communication; Ethics and Etiquette.”
8. **“World-Class Etiquette Expert”** certificate of completion.

Registration

The cost for this world-class three-day seminar and training program is \$1,980 (includes lunches, but not travel and lodging expenses).

[Click to Register](#)

Contact

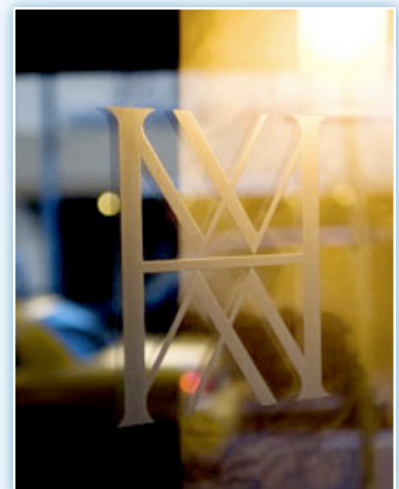
For more information regarding this training, please contact Lyudmila Bloch at 212-977-6804 or email milabloch@gmail.com.

Hotel Reservations

To make hotel reservations at the **Hotel Wales**, please contact Viera Adamova at 917-639-4824 or email vadamova@waleshotel.com, and reference group code 84532.

Hotel Wales: 212-876-6000 or toll-free 866-925-3746

Direct online link: <http://alturl.com/8mcrct>



About the Speakers



Mary Mitchell

Mary Mitchell is a distinguished author of etiquette books, including *The First Five Minutes*, *Class Acts*, and *The Complete Idiot's Guide to Etiquette*. Mary is also a syndicated columnist, currently writing for Reuters, and a leadership development coach and trainer.

Mary helps individuals to be more professional, so they can grow their careers and their organizations.



Lyudmila Bloch

Lyudmila Bloch is an international etiquette consultant, founder of www.EtiquetteOutreach.com, linguist, author, business etiquette coach, and etiquette expert specializing in cross-cultural communications. She is fluent in three languages and has coauthored books, articles, educational materials, and etiquette curricula.



James K. Weber

James K. Weber, M.D. serves on the clinical faculty at University of Washington, School of Nursing. He also is a yoga therapist and instructor. Dr. Weber did his undergraduate work at Yale and medical training at College of Physicians and Surgeons at Columbia University.

About the Speakers



Lisa La Valle-Finan

Business anthropologist, former President of SIETAR New York (Society for Intercultural Education, Training and Research), and is currently serving on the Board of Advisors for the Princeton Council on World Affairs. She is the author of *Passport Career's Guide to Getting a Job in Greece*; *The Globalista's Guide to Cultural Dexterity: Cracking the Culture Code, Anywhere*, and an adjunct facilitator for EDHEC (Ecole De Hautes Etudes Commerciales) one of the main business schools of France and Europe.



C. Anne Coulter

C. Anne Coulter is a Certified Special Event Professional and an Accredited Bridal Consultant. She has been planning award winning weddings and events for more than 25 years across the United States and Canada.



Jeremy Willinger

Jeremy Willinger is an accomplished writer and photographer who works in marketing and web communications. Willinger has delivered seminars on the use of social media in business and how to effectively use social media to grow your personal brand. In addition, he has consulted with a variety of small businesses to launch their social media platform. Willinger is a 2009 graduate of the Columbia University Graduate School of Journalism.