

# Business Etiquette and Personal Brand

## One Day Workshop

A workshop for busy professionals who need improve their presentation, personal brand, selling and communication skills to give themselves the best opportunity to make a lasting impression.

### CONTEXT

You are your internal and external client's experience of the organisation, you are the service. How you act in meetings influences the way your clients perceive you professionally. This in turn affects their perception of the value of your team and your organisation.

Being confident with business etiquette and appropriate behaviours lets you concentrate on the important things in your client interactions; your purpose and your client.

### OVERVIEW

**This workshop is made up of the following elements:**

#### **Personal Brand**

- Understanding your personal brand
- Directing your role
- Aligning yourself to your organisation's brand
- Knowing the role you portray
- Selecting your own personal brand

#### **Business Etiquette**

- Formal dining etiquette
- Informal meeting etiquette
- Posture and how to sit and stand correctly
- Function and event behaviour
- Networking & communication skills
- Playing a role & the game of etiquette
- First impressions
- Presence & confidence
- Public and one-on-one Speaking

## **COURSE METHOD**

Our trainers use a range of training methods with a strong focus on incorporating different learning techniques to ensure the success of each training event. Our training is highly interactive with lots of questions and in-depth conversations leading to personal and professional development. Personal coaching is available.

This workshop will be accompanied by a workbook and catering. During the breaks participants will put the theory they have learnt into practice.

## SCHEDULE – Business Etiquette and Personal Brand

9:00am	<b>WELCOME AND ICEBREAKER</b>
9.15am	<p><b>Personal Brand – Your Career + Your Brand (plus wardrobe)</b>            In this workshop you will confirm your own personal brand and how to portray yourself to reflect your desired career path. Using the facilitator’s fifteen years theatre directing experience to learn how to play a part/role in business. Understand the statement you are making by your actions; and how to change if it’s not what you desire.            Corporate wardrobe also plays a big part in your branding.</p>
10:30am	Morning Tea (15 Minutes)
10.45am	<p><b>Dining Etiquette</b>            Everything you need to know about wining and dining. To be confident in a formal setting.            These techniques will be practiced at lunch as a group.</p> <p><b>Coffee and Intimate Meetings</b>            This covers one of the biggest mistakes people make in business - a simple cup of coffee. This workshop will direct you in the right way to impress clients in the more intimate meetings.            These techniques will be practiced at lunch as a group.</p> <p><b>Telephone and email/online etiquette (netiquette)</b>            Making a great impression over different communication channels.</p>
12.30pm	Lunch (30 minutes)
1.15pm	<p><b>Sitting, standing and being “casual”</b>            This will cover cocktail functions, Christmas party importance and other less formal functions with internal and external clients. Also how to use these events to network effectively.            These techniques will be practiced in afternoon tea as a group.</p>
3:00pm	Afternoon Tea (15 Minutes)
3.15pm	<p><b>Speaking Roles</b>            People let nerves ruin their public speaking performances as well as one on one conversation. This workshop will use the coach’s fifteen years of theatre directing experience to help you “play the part/role” you need to portray your brand confidently.            This also includes speaking at informal meetings (eg. Team meetings).</p>
4.30pm	<b>Putting it all together and learning to use your brand effectively</b>
5:00pm	<b>Finish</b>

## Enrolment Form – Business Etiquette and Personal Brand

Send this form to Acorn: Fax (02) 6217 7001 or e-mail to [courses@acorntraining.com.au](mailto:courses@acorntraining.com.au)

**Venue:** Acorn Training Centre: 74 Townshend St Phillip  
**Course date:**  
**Time:** 9.00 a.m. to 5.00 p.m.

Attendee	Email Address	Date of Workshop
1.		
2.		
3.		
4.		
5.		
6.		
<b>Branch/Division</b>		
<b>Address</b>		
<b>Phone #</b>		
<b>Fax #</b>		

### Payment Details

Total price \$595 x \_\_\_\_\_ attendees = \$\_\_\_\_\_ \$545 early bird price (early bird applies up to three weeks before the date of the workshop).

### **1. Credit Card** (Amex, Diners, Visa, MasterCard)

Name \_\_\_\_\_ Card No \_\_\_\_\_

Expiry date \_\_\_\_\_

### **2. Invoice**

Signed off by \_\_\_\_\_ Name \_\_\_\_\_

Email invoice to: \_\_\_\_\_

**Terms:** Payment is due on or before the day of the course. Cancellation is accepted more than seven days prior to the course date otherwise another person may be substituted. You have purchased a place on the date shown above; changing your booking to a later day incurs an administrative fee. We suggest you send a substitute if you can't come at the last minute.

Ph: 02 6217 7000 Fax: 02 6217 7001 ABN 34073999185  
[courses@acorntraining.com.au](mailto:courses@acorntraining.com.au)