

Image & Etiquette Conference Seminars

Successful companies and organizations realize that the image of their representatives and the messages they communicate impact their overall brand. Interactive seminars in impression management, etiquette, presentation skills and networking build soft skills, professionalism and confidence. All seminars will be customized to mesh with your conference theme and meet your objectives.

A) First Impressions: Promoting a Professional Image

The majority of your potential clients decide in less than two minutes whether to trust you or your employees. This trust is pivotal in establishing relationships that can ultimately lead to business partnerships. This module addresses the impact of first impressions in establishing immediate rapport with potential clients, and the importance of being in sync with your business environment.

- Power of First Impressions
- Work Environment
- The Two-minute Rule in Sales
- Attitude, Skills and Appearance
- Image Improvement Goal Setting
- Maximizing Your Front-line Image
- The 3rs of Business: Responsibility, Reliability and Readiness

B) Gain a Competitive Edge through Wardrobe Communication

Your appearance, which is one of your most powerful forms of communication, can be an effective strategic tool when used properly. This session will address both formal and casual business clothing, as well as image-makers that will set you apart from the competition.

- Professional Attire
- Powerful and Moderate Colour Choices
- Three levels of Business Casual
- "The Ladder of Formality"
- Dressing Down without Bottoming Out
- Image Makers/Grooming

C) Customer Care

It costs five times more to gain a new client than it does to keep a current one. From your "director of first impressions" at your reception desk, to the maintenance staff who may by chance meet a client, everyone is involved in customer relations. This module will help your employees discover how important they are in connecting with clients, and the ultimate success of your company.

- Telephone Image
- Wearing Your Uniform With Pride
- Impeccable Grooming
- Connecting with Clients
- Phrases that Add Presence
- Impact of Attitude
- Voice Modulation
- Body Language

D) Networking

Word of mouth marketing is the most effective form of advertising. Building your business through effective networking can bring you qualified clients, eliminating cold calls. The presenter is a contributing author of the *NY Times* Bestseller, *Masters of Networking*.

- Effective Word of Mouth Marketing
- Networking Myths
- Six Degrees of Separation
- Developing Quality Referrals
- One Question that Works Every Time
- Effective Follow-up
- Developing a 30-Second Infomercial
- The Traits of a Masterful Networker

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Image & Etiquette Conference Seminars (Continued)

E) Dining Dynamics

Sixty to eighty percent of restaurant meals are business related. The white tablecloth and its accompanying tableware can be bewildering unless you have firm grasp of basic dining protocol. This module, which is best conducted over a meal, will provide you with the strategies to turn the table in your favour.

- Hosting Business Lunches
- Seating and Posture
- Table Settings
- Napkin Nuances
- Soup Strategies
- Table Conduct
- Continental, British & American Styles
- Dinnertime Dilemmas
- Dining Conversation
- Handling the Bill

F) How to Work a Room With Ease

Business mixers, fundraisers, and cocktail parties all have one thing in common - most people present dread going into a room of strangers and striking up a conversation. This module will take the participants through ten practical steps that will help to quell those fears and bring results when attending functions.

- Redefining the Stranger
- Networking Goals
- Dressing With Impact
- Entering the Room
- Handling Drinks and Hors d'oeuvre
- Small Talk Made Easy
- Self Introductions
- Playing the Host
- Breaking Away Gracefully
- Effective Follow-up

G) Mastering Business Protocol

Awkward introductions, weak handshakes, poor communication, ineffective meetings, and lack of consideration can negatively affect business relationships. The knowledge acquired through this module will help participants gain a poised and confident manner that will take them into any professional setting. When all else is equal, good manners can be your greatest strength.

- Handshakes
- Introductions
- Telephone Manners
- Cellular Communication
- Conversational Manners
- Meeting Protocol
- Office Protocol
- Netiquette

H) Presentation Skills

There are many occasions when we are called upon to speak to a group of people: board meetings, product knowledge meetings, client presentations, sales opportunities, business networking, or community events. A vast number of people fear this more than death. Practice makes perfect, but even as a novice there are many techniques you can put into practice that will make you feel more comfortable and confident before an audience.

- Calming the Butterflies
- Capturing the Audience's Attention
- Organizing Your Presentation
- Achieving Eye Contact
- Body Language Distractions
- Visual Aids
- Using Your Voice Effectively
- Effectively Handling Questions
- Keeping the Audience with You

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