

# *Eticlass*

BRITISH *Butler* INSTITUTE®  
CHANGING PEOPLE'S LIVES



Excellence In Services  
And Hospitality





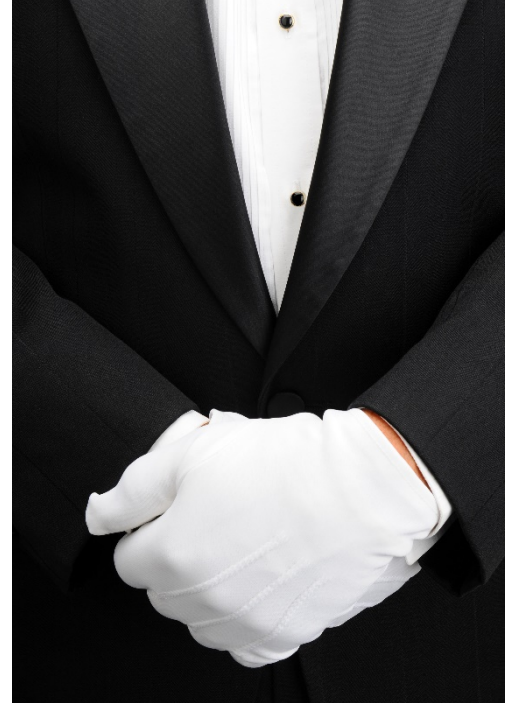
## **Excellence in Service and Hospitality**

### 3 Day Professional Program

The British Butler Institute has been recognized as a worldwide leader for Butler Training and Hospitality. The British Butler, based in London trains in 18 countries around the world to equip students as Front of House Hospitality Professionals, with the most recent skills needed to meet and exceed the new international standards.

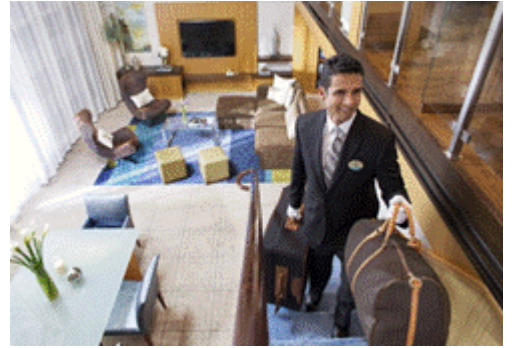
We are customer service experts with a wide range of skills and know-how developed over many years of experience working for the Royalty, celebrities, business icons, luxury hotels, super yachts, luxury residences and customers for all nationalities.

Mr. Gary Williams, Principal of the British Butler Institute, personally oversees all of the content in the wide range of courses delivered, to ensure that the most relevant and current methodology is delivered with the highest international standards.



## Excellence in Service and Hospitality

- Line Up. Personal Presentation.
- What makes the consummate front of house professional.
- Professional polished language skills, words and phrases.
- Deportment essentials and practical posture details.
- Anticipation and Consistency.
- Listen and Act.
- Detailing Importance.
- Understanding VIP and Celebrity.
- Passion excellence - 10 steps.
- The 15 steps to complete confidence.
- Concierge professional excellence.
- Meet, greet and departures essentials.
- How to deal with a difficult guest - the 6 steps.
- Room Turn down excellence.
- SOP. Historical Guest preferences.
- Room and area check lists.
- Packing and unpacking a suitcase.
- Wine and Champagne Presentation and Service.
- Dining set-up and delivery.
- Chair and Napkin Presentation.
- Drinks tray service and presentation.





- Silver Service.
- Casual dining excellence.

At the end of the last day:  
Graduation with certificates presentation.

3 Days Course.

Breaks with Coffee & Tea included.

Trainer: Gary Williams (British Butler Institute Principal)

Date: April 4 – 6, 2022.

Time: 09:30 to 16:00 hrs.

Location:  
INTEGRAÇÃO ESCOLA DE NEGÓCIOS  
Rua Manoel Guedes, 504 – Jardim Europa  
04536-908 - São Paulo - SP.

Language:

This course is delivered in both Portuguese and English  
language effectively.

Contact:

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