



## The British Butler Institute 5 Day Butler School Dubai, UAE 2022



"Thank you very much indeed for taking the time to consider training with The British Butler Institute in Dubai, UAE".

"Interaction with clients is about exceeding expectations, delighting and surprising! We will train you to reach the highest level of service to match client's and principals remarkably high expectations".

"We ask our students to judge us by our recent testimonials as this is, in our view a true benchmark of our training delivery standards which can be viewed on-line at [www.britishbutlerinstitute.com](http://www.britishbutlerinstitute.com) under recent testimonials".

With the highest regards,

Gary Williams

Principal The British Butler Institute

Course delivery:

QE2 Butler School Trained British and International Style



Expert Training will be hands-on demonstrations on the specific skills sets needed to improve service levels. Each subject will be discussed, demonstrated, and then role played by all candidates for implementation in the "real" environment to ensure success. Our step by step training methods will ensure the "5 Golden Pillars of service excellence" are implemented to maximum effect.

#### The 5 Golden Pillars:

- Consistency.
- Anticipation.
- Attention to small details.
- Listen and act.
- Concierge and management by walking around.

### Training curriculum



#### The professional.

What makes the consummate professional?. What the professional carries on his or her person and the art of "The delivery of a pen".

#### Personal presentation.

A head to toe evaluation of the essentials of personal presentation according to your set standards.



**What makes the best front of house professionals in the world?**

Teaching skills on how to be the very best in the world of hospitality.

**Enter the VVIP World**

A lesson to open the mind and gain a thorough understanding of the lifestyles and expectations of our discerning clients.

**Polished language skills**

We teach the use of a range of simple yet effective vocabulary. For example, instead of ending a sentence with the cost of a service, the professional should use the word "value" and reiterate its inherent qualities. "The value of this experience is."

**Client profiling to deliver outstanding service every time. Anticipation.**

One of the most important tools to anticipate our clients' needs is our teachings on the "client profiling" and the immediate implementation. A front of house professional should have a check list of techniques to anticipate any consumer request before the client asks for said services.

**Eye for detail and delivering on the small details.**

Developing an eye for detail to bolster customer service quality. We open the professional's eyes to expert detailing,

**Consistency and consistency techniques.**

What is consistency and the skills needed to deliver on a consistently high level.



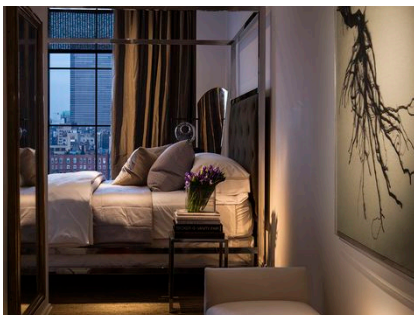


### **Acting upon nuances of client requirements.**

Listening to clients and picking up nuances of client requirements and delivering service focusing on "the little details" which make an unforgettable client experience. This is listening and immediate implementation of an experience teachings.

### **Meet and greet, departures essentials.**

A detailed service standard protocol for the meet and greet and departure of the guest. A thorough A - Z in service delivery rarely ever seen in the industry. Welcome amenities.



### **What makes the best concierge professionals in the world?**

Teaching skills on how to be the very best in the world of concierge.

We will deliver the best examples of concierge excellence in the luxury industry that will leave our clients speechless, taking request to a whole new level of service.

More business is lost by faux pas than you may realize. We teach skills that minimize faux pas in luxury concierge services. A concierge professional expert is an advisor, an expert product and service consultant who acts on behalf of the client's benefit.





### **Body Language.**

We review body language on how to stand, how to point out items, how to hold our hands, how to move, how to present items, how to carry a tray, how to place an item down from a tray or hand and the movement of our arm gestures. Deportment.

### **How to deal with a guest who wants confidential information.**

A range of language skills to deal effectively with clients who want confidential information.

### **How to deal with a difficult guest.**

The 6-step and 4-step guide to effectively dealing with a difficult guest no matter what the complaint.

### **Door knocking protocol.**

### **Wake-up service (not just a phone call).**

The wakeup call with a range of options to consider.

### **Dealing with a guest not entitled into a VIP / Members / Restricted area.**

We teach the delicate art of dealing with clients wishing to enter an area in which they are not allowed and the various considerations to offer appropriate solutions for every eventuality.

### **Preparation / detailing and service considerations for fresh fruit.**

Excellence in the preparation of in-room standards, plated and buffet service including the all-important added extras to surprise and delight.



### Room and area check list.

A - Z guide on the room and area check list, which ensures that each area is ready before our clients enter the various areas.



### Room and area orientation.

Delivery of expert room and area orientation according to the client's preferences and the detailed knowledge needed to carry out this all-important task.

### Cleaning and polishing shoes.

Step by step guide and practical demonstration into the care of all shoe types and an awareness of the crucial steps before care begins culminating in the final presentation of the shoe. How to wrap shoes will be demonstrated.

### Packing and unpacking suitcases.

A detailed and step by step guide on how to pack and unpack suitcases. This practical will include the kit needed, language of packing and unpacking, correct protocol taking into consideration international cultures. We will also deal with a range of unexpected circumstances that might arise. This module included wardrobe management.

### Seating a guest.

Meeting the guest / language considerations / arm movement considerations and the art of seating the guest flawlessly to ensure comfortability in every situation.

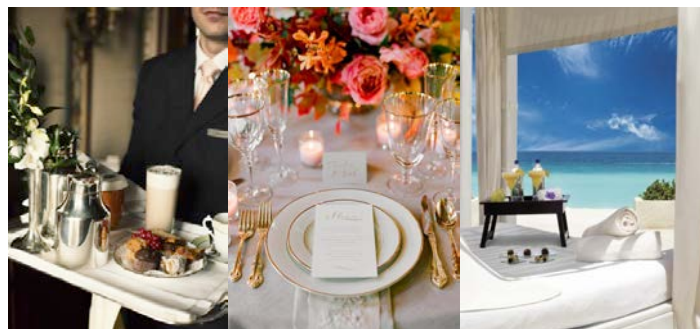


### Napkin presentation.

Hands on demonstration for the perfect delivery of the napkin.

### Setting a formal and informal table.

Correct set up and delivery for our clients according to culture and expectations the world over. We teach International standards with reference to our PowerPoint presentation to open the eyes of our students with straight away implementation of setting tables and all the considerations to ensure our clients have a seamless and delightful experience.





### **Delivering Silver Service.**

This hands-on module delivers the correct way to silver serve and the language thereof. We teach posture skills and techniques to ensure the professional is confident in any situation.

### **Professional cigar presentation, service, and knowledge.**

The cigar kit explained and the delivery of the finest cigar service in the world.



### **Bill presentation.**

How to present a bill and the anticipation before and after presentation.

### **7 Star cigarette and hookah service.**

Delivery of unprecedented cigarette and hookah service. A-Z considerations. Deliver a truly outstanding experience.

### **Understanding the nature of self-confidence**

Self-confidence is an unseen quality that is a more accurate yard stick of human performance and happiness. We examine this subject and teach the *15 Steps* to complete confidence. This is backed up by PowerPoint slides and video presentation.







### **Pool side service.**

Techniques and language to deliver fantastic service poolside. This module teaches the poolside amenity requirements, experience in fantastic details that will surpass guests' expectations.

### **Napkin folds.**

Practical hands-on folding of napkins. The current 5 most popular folds in the world are taught.

### **Towel and bathrobe folds.**

Practical folds and details are taught hands-on.

### **Turndown excellence.**

This module will immerse you in the world of the finest turn-down service possible according to the client's preferences. We teach delightful details, so the guest is surprised and delighted every evening. This module also teaches the fine tuning of housekeeping skills such as beds, cabins, bathrooms, and other bespoke spaces within these areas.



### Tray set-up.

Correct protocol for all tray set ups including drinks / snacks / food items and the check list for this delivery as well as language skills.

### Spa service essentials.

A detailed module on how to deliver the finest spa experience in the world. Indepth knowledge of language, orientatin, details and service excellence.

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## Training Centre QE2



*Located on Deck 1 of the QE2, The British Butlers Institute Dubai is a unique academy offering students a fully immersive training experience aboard the iconic QE2.*





## Dates

The 5-day course will run from the Sunday the 23rd October to Thursday 27th October 2022.

## Times

9.30am start - 10.30-10.45 tea - 12.30 - 1.30 lunch - 2.30 - 2.45 tea - 4.00pm finish





## Accommodation on-board QE2



This course is a Non-Residential however The British Butler Institute have exclusive room rates as well as a 20% discount on the QE2 outlets.

Should you be interested and for more information please email:  
[dubai@britishbutlerinstitute.com](mailto:dubai@britishbutlerinstitute.com)



Included in the training experience:



- Daily lunch will be based on 3 course menu or open buffet in The Pavilion or Lido Restaurant.
- Students will enjoy 3 servings of coffee and tea daily.
- The British Butler Institute Certification.
- The British Butler Institute Pins.



At the conclusion of training



- The British Institute Certification presentation.
- Presentation of The British Butler Institute Pins.





Carpe Diem

"Seize the day"

This course is a life changer and places are extremely limited due to our maximum number of student's policy per course. We look forward to welcoming you on-board the QE2.

Principal, The British Butler Institute

