

HOSPITALITY & BUTLER



BRITISH *Butler* INSTITUTE®
CHANGING PEOPLE'S LIVES



Bearer of The Crest
PRINCIPAL LICENSOR

5 DAYS ETIQUETTE & PROTOCOL MASTERCLASS



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The British Butler Institute has been recognized as a worldwide leader for Butler Training and Hospitality.

The British Butler Institute International School for Butler Administrators and Household Manager, It is a private Institute based in London that trains around 18 countries to professionals, with the most recent skills needed to meet and exceed the new International Standards.

All our trainers have worked as butlers and are experts in customer service and detailing; with a wide range of skills and practical knowledge developed over many years of work experience for Royalty / Celebrities / Business Icons / Luxury Hotels / Super Yachts / Residences and Clients of all nationalities around the world. The Director Supervises each curriculum to ensure that the most relevant and current methodology is imparted with the highest standards.



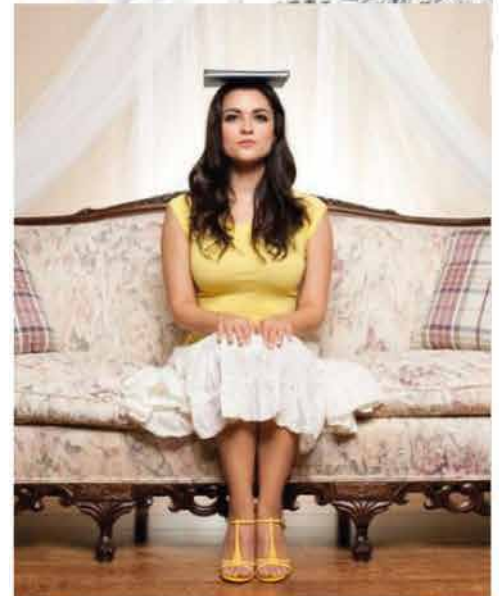
CURRICULUM

◦ INTRODUCTIONS:

- Formal Greetings.
- Informal Greetings.
- When to stand up.
- What makes a perfect handshake
- The order of introductions.
- How to use official titles.
- How to introduce yourself.
- Handling mistakes

◦ CONVERSATION:

- Body Language.
- Voice and Vocabulary.
- The art of small talk.
- The art of compliments.



- **COMMUNICATION:**

- Stationary.
- Notes and letters.
- Addressing.
- Thank you notes.
- Congratulations notes.
- Notes of Apology.
- Personal Letters.
- Business Letters.
- Telephone Manners.
- Smartphones.
- Online Communication

- **INVITATIONS AND ANNOUNCEMENTS:**

- The Basic Elements (who, what, when).
- Written Invitations.
- Formal Invitations.
- Informal Invitations.
- How to respond to an invitation.
- Making announcements.
- Dress Codes.



- **OUT AND ABOUT:**

- Dining out: Reservations, being seated, ordering, what do I do when.., casual dining.
- Basic courtesies: lines, doors, public transportation, disabilities, elevator, cars, etc.

- **CULTURAL ACTIVITIES:**

- Museums and galleries.
- Opera.
- Theatre and Movies.

- **FORMAL DINNERS:**

- Place Cards.
- Table setting.
- Picking the menú.
- Service.
- Basic Manners.
- Leaving the table



- **PARTIES/PICNIC**

- Invitations: time, place, guest list.
- Budgets.
- Picking the perfect menu for the occasion.
- Setting the scene.
- Considerations.

- **TABLES MANNERS:**

- Seating.
- Conversation.
- Napkins.
- Serving.
- Holding utensils.
- During the meal.
- Complicated food.

- **TRAYS:**

- Breakfast.
- Coffee and Tea.
- Cheese and Charcuterie.



- **AT HOME**

- Host.
- Guests.
- Neighbors: apartments, home, borrowing and parties.
- Considerations.

- **TAVELING:**

- Road trips and Buses.
- Airports and Planes.
- Trains.
- Hotel.
- Cruises.
- International Tips.



At the end of the afternoon of the last day: Graduation
With certificates presentation.

5 Days Course.

Value: £1020,00 GBP per person.

Tea, coffee and snacks included.

Trainers: Montserrat Barros (Hospitality and Butler
Founder) and Gary Williams (British Butler Institute
Principal).

Times:
10:00 to 16:30 hrs.

Dates:
September 25th to 29th, 2023.

Training premises:
JW Marriott Santa Fe, Mexico City.

Contact:
mexico@britishbutlerinstitute.com
contacto@hospitalityandbutler.com

Language:
This course is delivered in both Spanish and
English language effectively.

Some testimonials from our clients:

"La participación ilustró la
importancia del servicio. Las
respuestas positivas de los
asistentes a la capacitación,
son un reflejo del éxito del
programa".

Santosh Poudel / Al Wajbah
Palace

"Nos sentimos halagados y
afortunados de aprender de su
experiencia, conocimiento y
pasión por la hospitalidad".

Fernanda Morales / Share at
Sea

