



# BRITISH *Butler* INSTITUTE®

CHANGING PEOPLE'S LIVES

## The British Butler Institute Venice 2024

### Course delivery:

Expert Training will be hands-on demonstrations on the specific skills sets needed to become the finest Front of House Professional. Each subject will be discussed, demonstrated, and then role played by all students.

Our step-by-step training method will ensure the "5 Golden Pillars of service excellence" are understood to maximum effect.

### The 5 Golden Pillars:

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





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## **Training curriculum**

### **The professional.**

What makes the consummate professional? What will differentiate you as the real professional and not the amateur?

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

### **Correct service protocol.**

More business is lost by faux pas than you may realize. We teach skills that minimize faux pas in luxury services.

### **Personal presentation.**

The essentials of personal presentation for the lady and gentleman professional.

### **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 to the lifestyles and expectations of the wealthy and super wealthy.

### **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 look at both self-confidence and esteem in 15 steps.





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## **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.**

One of the most important tools to anticipate our clients' needs is our teachings on the "principal interview and the client profile".



## **Packing and unpacking suitcases.**

A detailed module on the full complement of skills needed to pack and unpack suitcases.

## **Body Language.**

Review of body language, facial expressions, verbal expressions, how to stand, how to move, how to present items, carry a tray and door knocking protocol.





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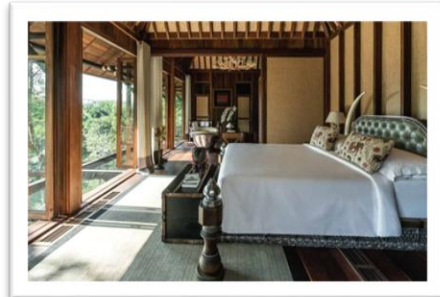
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**Cleaning and polishing shoes.**

Step by step guide into the care of all shoe types and then the final presentation of the shoe.

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

Developing an eye for detail to bolster customer service quality. Training includes the PowerPoint Presentation to open the students mind to another level.



**Anticipation and consistency techniques and successful fulfilling of consumer requests.**

A front of house professional should have a check list of techniques to anticipate any consumer request, and the skills to deliver on a consistently high level.

**Meet and greet, departures essentials.**

A detailed service standard protocol for the meet and greet and departure of the guest.





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**In Room service.**

Correct protocol and the language thereof.



**High tea.**

English afternoon tea / High tea history / setup and delivery.

**Setting a formal and informal table and dining protocol.**

Laying tables for all occasions including formal and informal with all the essential protocols including the small details.

**Dining service.**

A thorough understanding of all types of dining service, including timings, poise and correct protocol for all occasions.

**Delivering Silver Service.**

Venice Butler School Trained British and International Style 2024





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A very good practical knowledge of the step to deliver seamless silver service.



**Pouring of drinks essentials.**

Bottle presentation / stance / language and making the guest feel special.

**How to open a bottle of champagne and service with elegance and style.**

Here we also teach interesting facts surrounding champagne service.

**The visitor's / Guest book.**

Correct protocol for the placement and offering of this book. Small details and language.

**Seating a guest.**

How to correctly seat guests and what the etiquette is with regards who to seat first. This practical session demonstrates the art of the perfect way move the chair without any noise.

**Laying trays for every occasion.**

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BEARER OF THE CREST  
THE PRINCIPAL LICENSOR

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Correct deportment with the handling of all tray sizes.

How to stand / walk and deliver with a tray.



Cigar understanding and service delivery.

How to deliver cigars / cigar knowledge / correct etiquette and the cigar kit essentials.

How to open and close doors. Knocking protocol.

Jacket presentation: Jacket on and off.

Correct poise and service protocol.





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Pool set-up and delivery of service.

An in-depth look at pool side excellence and how to deliver the very best service available and upsell with finesse.

Wake-up service and the service of an early morning drink.

Napkin presentation.

Newspaper delivery.

Room and area check list.

Taking an order and menu familiarity and dealing with spillage.

How to welcome a late guest.

How to deal with a drunk guest.

How to deal with a guest asking confidential information.

How to deal with a guest smoking in a non-smoking environment.







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Room orientation.

Turndown excellence.

What makes the best concierge professionals in the world?

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



## Local interest:

Accommodation.

Due to the time of year, it is low season and there is a wide selection according to your budget, starting as low as Euro 25 per night.

Food and drink

We have a range of establishments to recommend locally to fit all budgets and dietary requirements.





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## Supermarket

There is a large supermarket open until 11pm approximately 10 minutes' walk from the training centre.

## Gym and spa

There is a gym and spa 14 minutes' walk from the training centre.

## Hairdresser

There is a particularly good hairdresser 8 minutes' walk from the training centre.

## Tourist Discount Card

For discount on tourist sites, transport and many more please **google** *Venezia Unica and purchase as to your personal preference.*



This course is a life changer and places for 2024 are extremely limited due to our maximum number of student's policy per course. We look forward to welcoming you in Venice in 2024.

