



BRITISH BUTLER INSTITUTE®
— Changing People's Lives —

The British Butler Institute International
School

Luxury Aviation Front of House Professional

(Excellence in Aviation Hospitality Training to
Facilitate the development of what it takes to be
a consummate relaxed, confident professional
with the goal of creating extraordinary
experiences for our principals and guests)

5 Day Program



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PRINCIPAL LICENSEE



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“Interaction with principals and guests is about exceeding expectations, delighting, and surprising! We will train you to reach the highest level of aviation service to match and surpass your principal and guests very high expectations”.

Kindest regards

Gary Williams

Principal The British Butler Institute



Owner of The Crest®
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The British Butler Institute has been recognized as the leader in Butler and Hospitality Training Worldwide.

The British Butler Institute International School is a London UK based Institute that equips the hospitality professional with the latest skills required to meet and surpass new International Standards.

Established in 1997 and represented in over 14 countries, the Institute is a world leader in luxury front of house training with clients that span the globe which includes Royal Palaces / Embassies staff / fabulous hotels / Royal Superyachts / private jet companies / luxury retail such as Louis Vuitton, Chanel and many more/ universities including Oxford university in the UK / luxury rail / residences for the rich and famous and many more.

The Institute ethos is to deliver services that match and surpass the requirements of its clients and students worldwide which has resulted in a team effort working closely with our clients to achieve outstanding results achieving best in the world status awarded to them by industry standard bodies.



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Excellence in training delivery:

Expert Training will be hands-on demonstrations on the specific skills sets needed to improve staff service levels. Each subject will be discussed, demonstrated, and then role played by all candidates for immediate implemented in the “real” environment to ensure success.

We train the importance of emotional intelligence through practical understanding of how this skill is present in everyday interaction with principals and guests, giving the confidence and know-how to deal with guest from many different nationalities.



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Grooming standards & Personal (beauty/hygiene) & Uniform care.

International standards / the line up / dress and attire care.

What the service professional should carry on person.

Enter VVIP world. What makes the consummate professional.

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

The Empirical 4 Golden Pillars of life in service.

Listen and act. 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.





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

Anticipation techniques and successful fulfilling of guest special requests. Client profiling. SOP profiling. 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.

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



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Posture / deportment and taking full responsibility for actions taken, performance and attitude.

Review of body language: How to stand, how to point out items, how to hold our hands, how to move, how to present items.

Etiquette & Professional Polished Verbiage

Addressing people of different cultures and titled persons and acquiring social confidence. A range of polished verbiage for every situation.



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The Empirical Golden Pillar of life in service. Concierge by walking around.

Concierge professional excellence.

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.



Meet, greet and departures.

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 aviation industry.

How to deal with a challenging and difficult guest the 6 steps.

How to deal with a challenging and difficult guest the 3 steps.





How to deal with a challenging and difficult guest the State Change.



The 20 steps to complete 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 20 Steps to complete confidence. This is backed up by PowerPoint slides and video presentation.

How to deal with the arguing guest.

Cabin orientation excellence.

Delivery of expert cabin orientation according to the guest and principal preferences and the detailed knowledge needed to carry out this all-important task. Language and protocol importance.





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The cut statement.

Effective communication in difficult conversation circumstances.

Drinks tray service and presentation.

Correct protocol for tray set-up including drinks / snacks / food items and the check list for this delivery. Professional language skills.

Cabin check lists.

A – Z guide on the room and area check list, which ensures that each area is ready before our principals and guests enter the various areas. The working list for assigning responsibility.

Dealing with prying guests seeking confidential information.

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

How to deal with the flirting guest.

A professional understanding and call to action on various levels of flirting and in-appropriate behaviour. Language skills.

How to deal with a drunk guest. The 4 D's and more.

Methodology and practical training in dealing with intoxicated guests.



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Silver service essentials.

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.



The Art of menu presentation.

Menu knowledge essentials to include ingredient and cooking knowledge and dealing with off menu requests, anticipations. Pairings and the importance of language and how to hand the guest the menu.

Folding Napkins.

Practical hands-on folding of napkins for every occasion.

Napkin presentation.

The art of napkin presentation.





Cabin Table Settings.

Correct setup and delivery according to the guests and principal's culture and expectations. Once setup is demonstrated we will teach a detailed step by step guide to service delivery and all the anticipation around seamless dining experiences including language, posture and presentation.



The history of English Afternoon Tea and the set-up and service of traditional High Tea.

We start this module with the history of English afternoon tea which later becomes known as High Tea. This is followed by a step-by-step set-up of the area and the delivery of this extremely popular experience followed by a range of details to surprise and delight our guests. Pairings are discussed as well as knowledge of ingredients served.





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Outstanding Wine and Champagne service.

Service professional standards including opening and pouring.

Jacket presentation.

Role plays taking jackets off and putting jackets on as well as looking at the cloakroom standards and service check list needed. Language and protocol for all occasions taught.

The art of fruit service.

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



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Pen etiquette.

The role-play of the delivery of a pen.

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Venue address.

DAVINCI INFLIGHT TRAINING INSTITUTE

3330 NW 53rd Street Suite 301

Fort Lauderdale, Florida 33309

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Training Times.

Trainer will start at 9.30am and finish class at 4.00pm.

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Aviation Professional Certification at the conclusion of training.



- **Group photo.**
- **Professional Aviation Certification presentation.**
- **The British Butler Institute Pins.**

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We look forward to being of assistance should you have any questions or suggestions.

Kindest regards

Gary Williams

Principal, The British Butler Institute



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www.britishbutlerinstitute.com



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