

THE SOUTHERN INSTITUTE
of
ETIQUETTE AND PROTOCOL

IS OFFERING A BUSINESS SEMINAR
FOR COLLEGE STUDENTS, GRADUATES AND YOUNG ADULTS

THIS PROGRAM WILL SERVE AS A CATALYST FOR ENHANCING INTERVIEWING SKILLS AND CAREER MARKETABILITY. KNOWLEDGE MASTERED DURING THIS SEMINAR WILL PROVIDE A DISTINCT ADVANTAGE IN TODAY'S HIGHLY COMPETITIVE JOB MARKET.

OUR TOPICS WILL INCLUDE THE FOLLOWING:

INTERVIEWING

RÉSUMÉS

TOP REASONS PEOPLE ARE NOT HIRED

GETTING PAST THE GATEKEEPERS

ENTERING THE ROOM

WHERE AND WHEN TO SIT

ANSWERING FREQUENTLY-ASKED INTERVIEW QUESTIONS

LEAVING THE INTERVIEW

FOLLOW-THROUGH

EFFECTIVE NETWORKING

HOW TO MAKE AN ENTRANCE

GREETINGS

HANDSHAKES

INTRODUCTIONS

BUSINESS CARD PROTOCOL

COMMUNICATION SKILLS

EYE CONTACT

RISING TO THE OCCASION

BODY LANGUAGE

LISTENING SKILLS

DINE LIKE A DIPLOMAT

DUTIES OF A HOST AND HOSTESS

DUTIES OF A GUEST

TABLE PRESENTATION

STYLES OF DINING (AMERICAN AND CONTINENTAL)

CONVERSATION

TOASTING

BUSINESS ATTIRE

CLOTHING AND CORPORATE CULTURE

FIRST IMPRESSIONS

DEVELOPING A PROFESSIONAL IMAGE

CORRESPONDENCE

STATIONERY

THANK YOU NOTES

EXTENDING AND ACCEPTING INVITATIONS

ELECTRONIC CORRESPONDENCE

SEMINAR DETAILS

DATE: FRIDAY, JUNE 5, 2009

TIME: 9:00-2:30

LOCATION: THE SUMMIT CLUB
1301 GERVAIS STREET
20TH FLOOR
COLUMBIA, SOUTH CAROLINA

COST: \$165 PER PERSON
BUSINESS LUNCH INCLUDED

REGISTRATION DETAILS

REGISTER BY TELEPHONE OR ONLINE

PHONE: 706.829.4100 OR 803.466.8090

WEBSITE: WWW.SOUTHERN-ETIQUETTE.COM

DEADLINE: JUNE 1

CLASS SIZES ARE LIMITED

OTHER INFORMATION

GIFT CERTIFICATES ARE AVAILABLE

CERTIFICATE RECEIVED UPON COMPLETION OF SEMINAR



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