

ETIQUETTE AND PROTOCOL

CURRICULUM 2024

INTRODUCTION

The British Butler Institute, based in London and represented in 14 countries, was established in 1997 by two gentlemen who worked for Buckingham Palace, with all the methodology and expertise acquired.

Hospitality and Butler is the representative of The British Butler Institute for Mexico and Latin America. Dedicated to perfecting techniques in service through consulting and hospitality training services.

Together they collaborate to exceed the luxury expectations of clients and guests; They have been recognized as leaders in Hospitality worldwide.

The philosophy of The British Butler Institute and Hospitality and Butler has always been to train according to the needs and requirements of each client, the construction of training programs is tailored to ensure maximum impact on students and thus develop long term relationships.



Gary Williams.
Principal The British Butler Institute



Monserrat Barros
Founder of Hospitality & Butler

CURRICULUM

INTRODUCTIONS:

- Formal Greetings.
- Informal Greetings.
- 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:

- Stationery.
- Notes and Letters.
- Addressing.
- Thank you notes.
- Congratulatory Notes.
- Notes of Apology.
- Personal Letters.
- Business Letters
- Telephone Manners.
- Smartphones.
- Online communication.



CURRICULUM

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.



ETIQUETTE WHEN LEAVING:

- 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:

- Tag on:
- Museums and galleries.
- Opera, Concerts and Ballet.
- Theater and Movies.



CURRICULUM

FORMAL DINNERS:

- Place Cards.
- Table Setting.
- Picking The Menú.
- Service.
- Basic Manners.
- Leaving the table



PARTIES/PICNIC

- Invitations: time, place, guest list.
- Budget.
- Picking The Perfect Menu For The Occasion.
- Setting The Scene.
- Considerations.

TABLE MANNERS:

- Seating.
- Conversation.
- Napkins.
- Serving
- Holding Utensils.
- During The Meal.
- Complicated Food.



CURRICULUM

TRAYS:

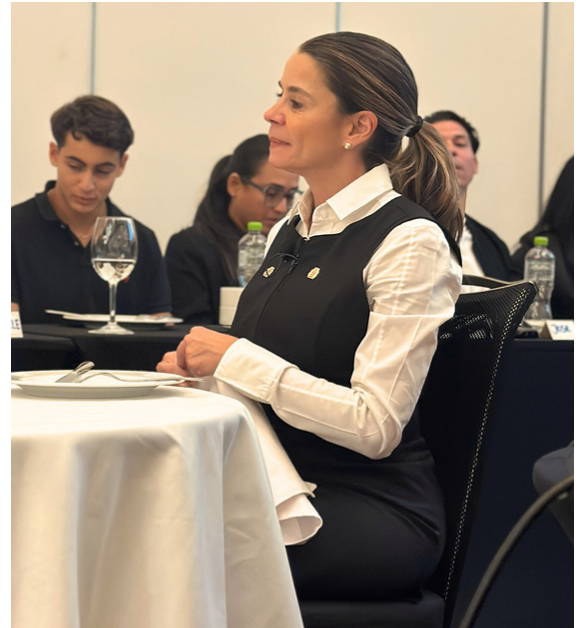
- Breakfast.
- Coffee and tea.
- Cheese and Charcuterie.

ETIQUETTE AT HOME

- The Role of the Host.
- Etiquette with Guests.
- Neighbors: apartment, house, asking for loans and parties.
- Considerations.

TRAVEL ETIQUETTE:

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



5-day MasterClass.

Training premises:
JW Marriott Santa Fe, México City.

Date:
21 to 25 of October, 2024

Times:
10:00 a 16:30 hrs.

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

Value:
£1,090.00 GBP per person.

Tea, coffee and snacks included.

Language:
This course is delivered in both Spanish and English language effectively
At the end of the course, Graduation will take place with delivery of certificates

Some testimonials from our clients:

“Brilliant experience. You have the chance to know plenty of things that will make you a true professional. The details matter and this is that this seminar is all about. Both of you are excellent and you complete each other.

Best Regards”

Thanos Poursalidis
Guest Relations Manager/
Sani Beach Resort

“I was a pleasure to welcome you in Chanel Offices. You did a fantastic job, very professional. Always with a bit of a British sense of humor.”

Stephane Fernandez
Chanel Mexico

Contact:
contacto@hospitalityandbutler.com
www.hospitalityandbutler.com