



Jacqui Tyson

WE ARE HOW WE

Greet, Meet & Eat

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WE ARE HOW WE

Greet

GOLDEN RULES OF

Meeting & Greeting



STAND UP

It's just polite, and shows respect. It means that you consider them important enough to change your physical position for them.

EYE CONTACT

Indicates engagement and focus. It shows that you're interested in the other person. Staring at your shoes, or your phone shows suggests disengagement.

SMILE

A grimace immediately puts the other person on the defensive, while a smile is welcoming and inclusive.

SAY WHO YOU ARE

"Hi, I'm Paula" is a start. "Hi, I'm Paula. I'm an account manager with the Client Success team. How can I help?" is actually useful, and shows you're making the effort.

OBSERVE THE HIERARCHY

Introduce less senior people to more senior ones. Start with the name of the senior person, then introduce the junior person to them.

"Colette, may I introduce Phil? Phil is our new lead developer. Phil, Colette is our chief financial officer."



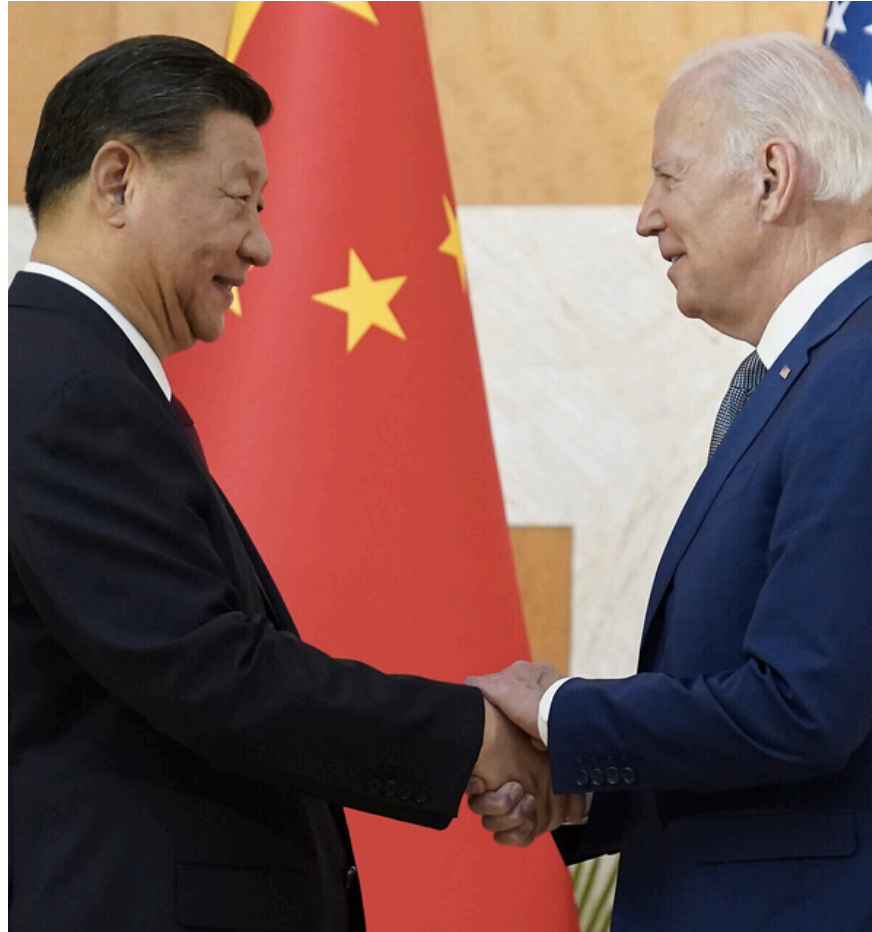
THE *Greeting* HANDSHAKE

A handshake is often done when greeting someone and when closing out a meeting or departing. Most professional situations are appropriate for a handshake including an interview, networking event and business meeting

- Make strong eye contact
- Be firm but not crushing.
- Don't offer up a sweaty floppy hand!

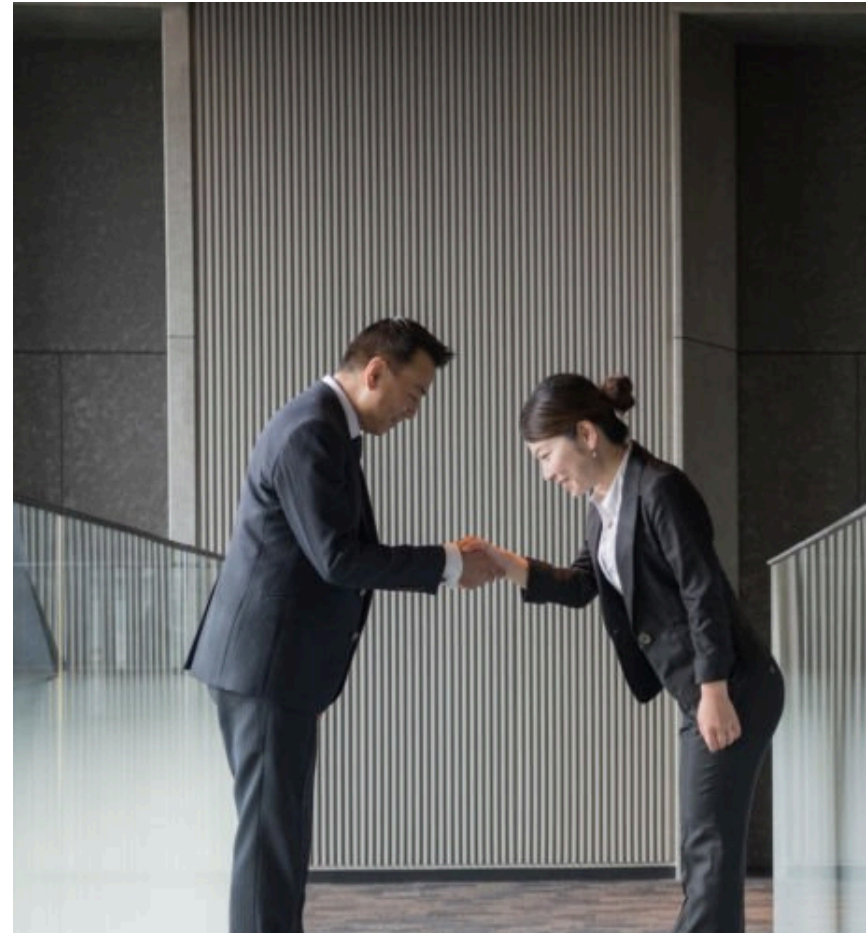


GREETING AROUND THE WORLD



CHINA

A lighter grip and a pumping motion. Chinese also lower their eyes slightly as a sign of respect when meeting someone. Staring into their eyes can be perceived as a sign of disrespect.



JAPAN

Both handshaking and bowing are accepted forms of greeting in international business circles so take your lead from the person you are meeting. If shaking hands, do so lightly. If you are greeted with a bow, respond by bowing in kind.



EUROPE

Pre-Covid, it was customary to kiss twice in Spain, Italy and most of France, there are other places where people prefer one, two, three or even four kisses. In most cases, it's safest to opt for the classic middle, one quick kiss on each cheek



LOOKING *the* PART

Business attire is the clothing you wear to corporate events. You might decide how to dress depending on the scenario, such as a cocktail or for a dinner meeting. There are varying levels of business attire, ranging from “smart casual” to “business formal.” Based on the event, you can decide which kind of business attire is appropriate.

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Formal

Semi-formal

Casual

DRESSING *for* EVENTS



How you dress for
a **BUSINESS** event
FOLLOW THE
INVITATION CODE

Smart Casual
Casually Elegant
Business Attire
Cocktail
Semi-Formal
Formal
Black Tie

DRESSING *for*

Formal

Semi-formal

Casual

BUSINESS EVENTS

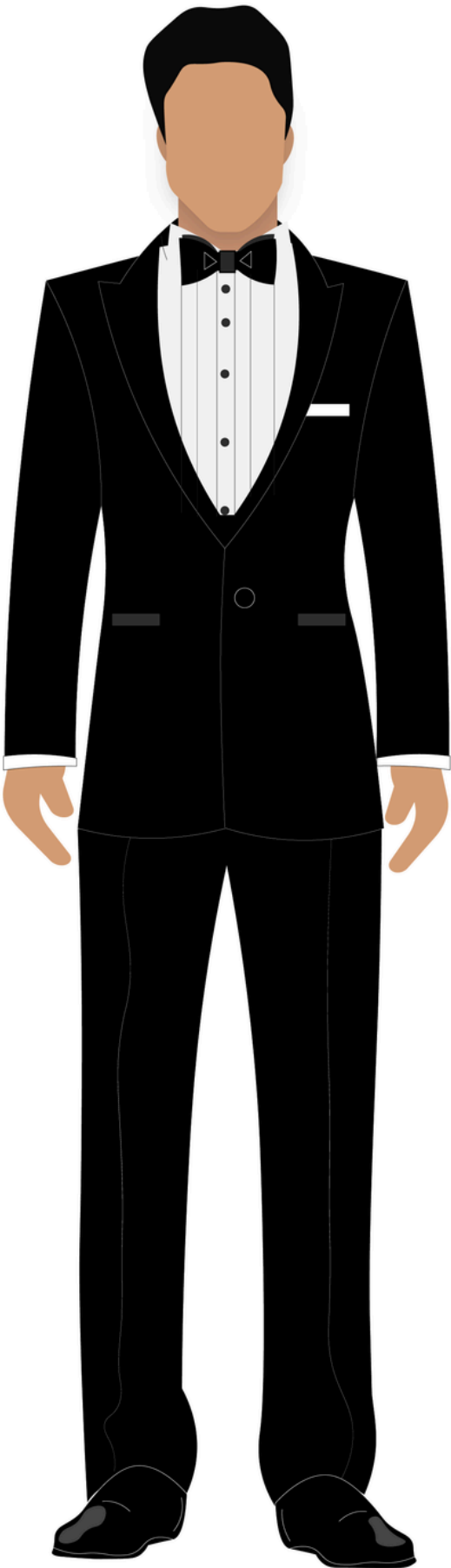
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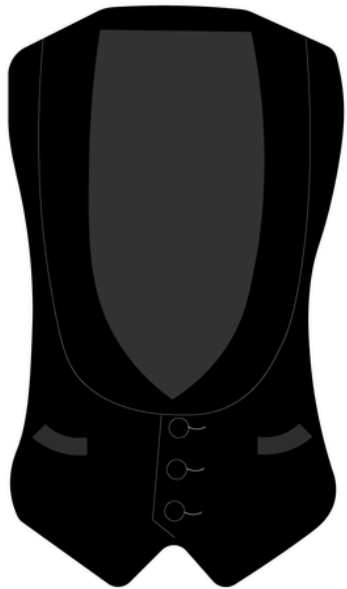
BLACK TIE



Tuxedo Jacket



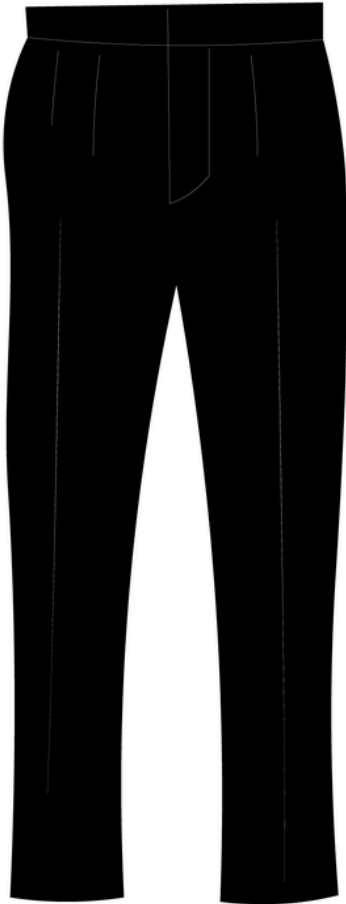
Vest



Dress Shirt



Trousers



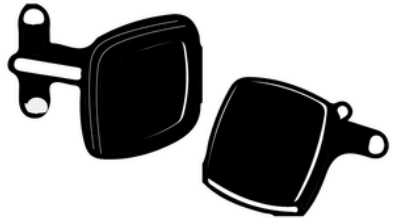
Handkerchief



Bow Tie



Cufflinks



Leather Shoes



SALTERS

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WE ARE HOW WE

Dine

PRETTY WOMAN, 1990



SEAL THE DEAL, OVER A MEAL

Dining Meeting Etiquette

Doing business over meals is a ritual that has existed for centuries. Taking clients to breakfast, lunch or dinner has long been an effective way to build relationships, Make the sale! or Sealing the deal. These business meals are essentially business

meetings. Whether you are the guest of the host, or it is in the form of a meeting, presentation of proposal, or just to get to know you, there are certain rules to follow for proper dining etiquette.



FINE DINING

101

HOW MANY FORKS WILL YOU SEE?

HOW ABOUT SPOONS?

HOW MANY GLASSES WILL YOU
HAVE?

Menu

Imported Cheese and Charcuterie

Amuse - Bouche

Course One:

Salt roasted baby red and yellow organic beet salad,
Giant asparagus, Imported prosciutto di Parma,
Aged balsamic drizzle, Organic arugula, Pistachios

Course Two:

Classic consommé , Black truffles

Course Three:

Lemon sorbet with candied zest

Course Four:

Pan seared Chilean sea bass, Fine herbs,
Lobster and English pea risotto, Buerre blanc sauce,
Pea shoots

Course Five:

Herb crusted Angus grass fed whole tenderloin of beef,
Roasted sweet potato pave',
Pan seared Brussels sprouts,
Béarnaise sauce

Course Six:

Classic Fall apple crisp, Brown sugar sauce, Cinnamon whipped cream;
Crème brulee'

DINING MEETING ETIQUETTE

As a Guest

- ALWAYS RSVP
- Napkin on your lap, not your collar.
- Start from the outside, in.
- K.I.S.S.
- Don't order the most expensive item.
- Do not order alcohol on an interview, and definitely don't ask for seconds.
- Wait to eat until everyone at the table has been served.
- Be gracious to everyone you encounter, including your server.



- | | | |
|----------------|------------------|-----------------|
| 1 Salad Fork | 7 Dessert Spoon | 13 Salad Knife |
| 2 Fish Fork | 8 Dessert Fork | 14 Meat Knife |
| 3 Dinner Fork | 9 Place Card | 15 Fish Knife |
| 4 Napkin | 10 Salad Plate | 16 Soup Spoon |
| 5 Butter Knife | 11 Soup Bowl | 17 Tea Spoon |
| 6 Bread Plate | 12 Service Plate | 18 Seafood Fork |

Formal Dinner Place Setting

- | |
|---------------------|
| 19 Water Goblet |
| 20 Champagne Flute |
| 21 Red Wine Glass |
| 22 White Wine Glass |
| 23 Sherry Glass |



DINING MEETING ETIQUETTE

As a Host

- Be early, not on time, definitely not late.
 - The host should always be in charge.
 - Keep the food options balanced.
 - Know your utensils
- Stand as your guest is shown to the table, and greet them.
 - If your guest's order arrives first, ask her/him to begin. If your order arrives first, wait for your guest's.
 - No "to go"
 - The host ALWAYS pays and tips.



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WE ARE HOW WE

Entertain (Meet)



**KEY INGREDIENTS FOR
SUCCESSFUL ENTERTAINING
ARE A WARM ENVIRONMENT, A
WELCOMING ATMOSPHERE,
INTERESTING GUESTS,
STIMULATING CONVERSATION,
GOOD FOOD AND SERVICE.
HERE ARE SOME OF THE
CONCEPTS TO KEEP IN MIND
WHEN IT COMES TO
ENTERTAINING ETIQUETTE.**

PREPARATION IS KEY



GUEST LIST & INVITATION

Plan invitations carefully and think about who will get on best; have things in common and create a congenial atmosphere without having to steer conversations!

MENU PLANNING

Plan your menu to suit your budget. Quality is key so better to offer less expensive foods generously than micro portions of lobster. Ensure you know of any allergies beforehand

DRINKS

Serve the best you can afford and ensure there is plenty of it! Always have alternative options and ensure that you have the menu in mind to make appropriate beverage choices



COCKTAIL EVENTS

DRESS WELL.

smart casual attire is always best.

KNOW WHAT TO DRINK

Order lighter cocktails with wine, vodka, or gin as the base liquor

DRINKING GLASS ETIQUETTE

There's no need to rush. Take small sips. Hold the glass by the stem if you've got one.

SITTING, STANDING & MANAGING THE BISTRO

When standing, limit your movements. When sitting, don't spread or stretch your legs.

PUT THE PHONE AWAY

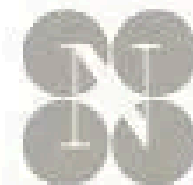
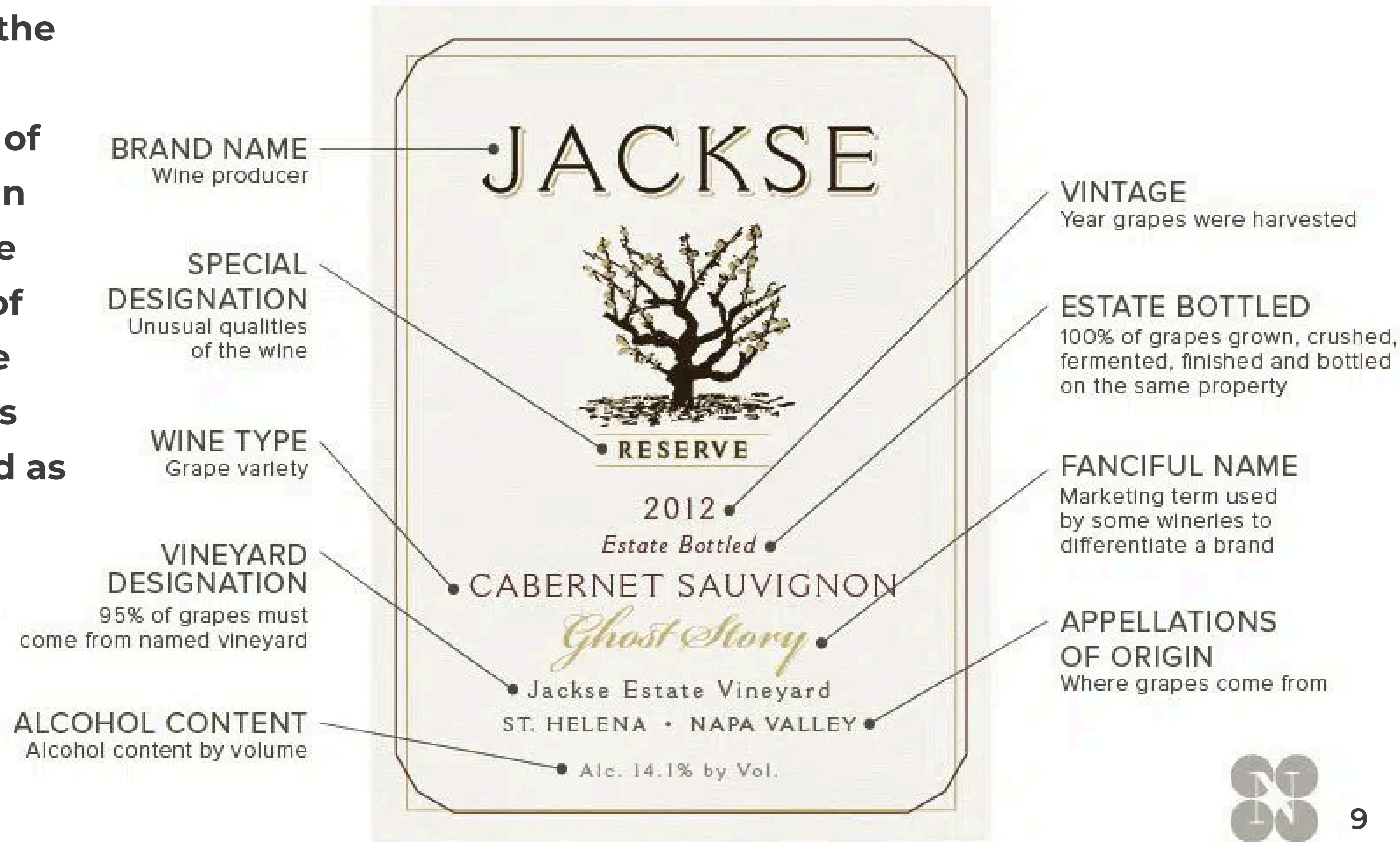
Don't text or make calls around others. Step aside where necessary.

KNOWING YOUR WINES & SPIRITS

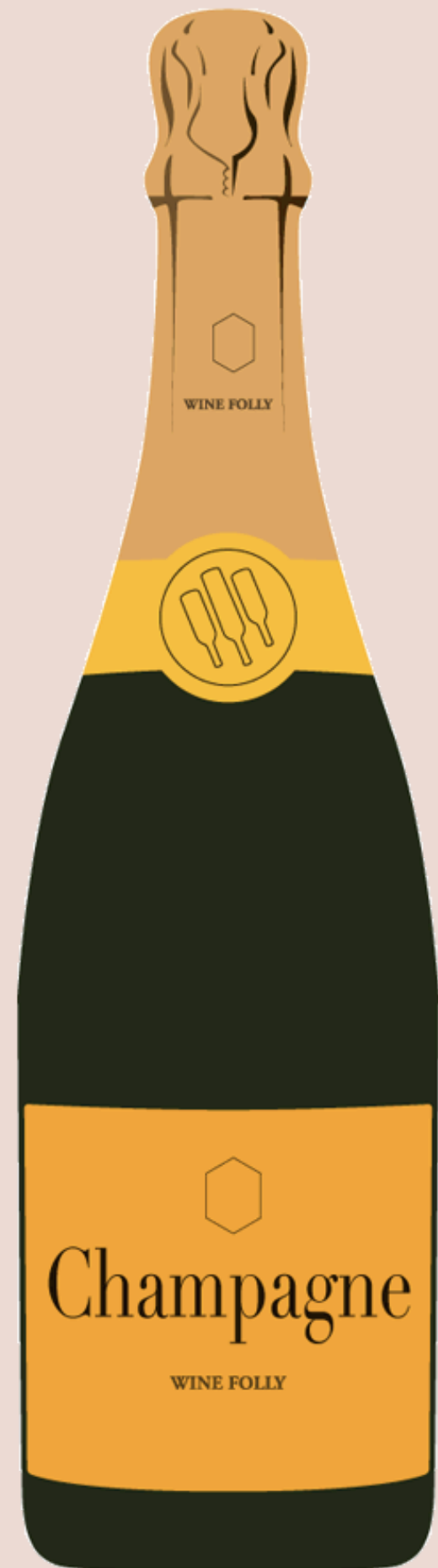


Have you ever taken a look at a bottle of Cabernet Sauvignon and been confused by all the details given on its label? Or has a bottle of Merlot intrigued you in the same way? A wine label offers a variety of information about the wine. And these labels can be as complicated as the wine itself.

Reading WINE LABELS



CHAMPAGNE



KNOW YOUR *Bubbly*

Giving a Champagne gift to a partner in business or to thank another firm's team has to be carefully thought out to represent your image

Champagne comes from the Champagne region of France which is about 80 miles (130 km) Northeast of Paris.

Primary flavours and tasting notes are Citrus Fruits, White Peach, White Cherry, Almond, Toast

Pairs well with shellfish, raw bar, pickled vegetables, and crispy fried appetizers. Also, try it with potato chips!

Can you pronounce these brands?


Veuve Clicquot
■ REIMS FRANCE ■

Dom Pérignon



FONDÉ EN 1743
MOËT & CHANDON
CHAMPAGNE
★


CHAMPAGNE
TAITTINGER
Reims

KNOW YOUR *Bubbly*

Prosecco is a sparkling wine made primarily in Veneto, Italy , but is also made & produced in other countries such as Argentina, Australia and Brazil

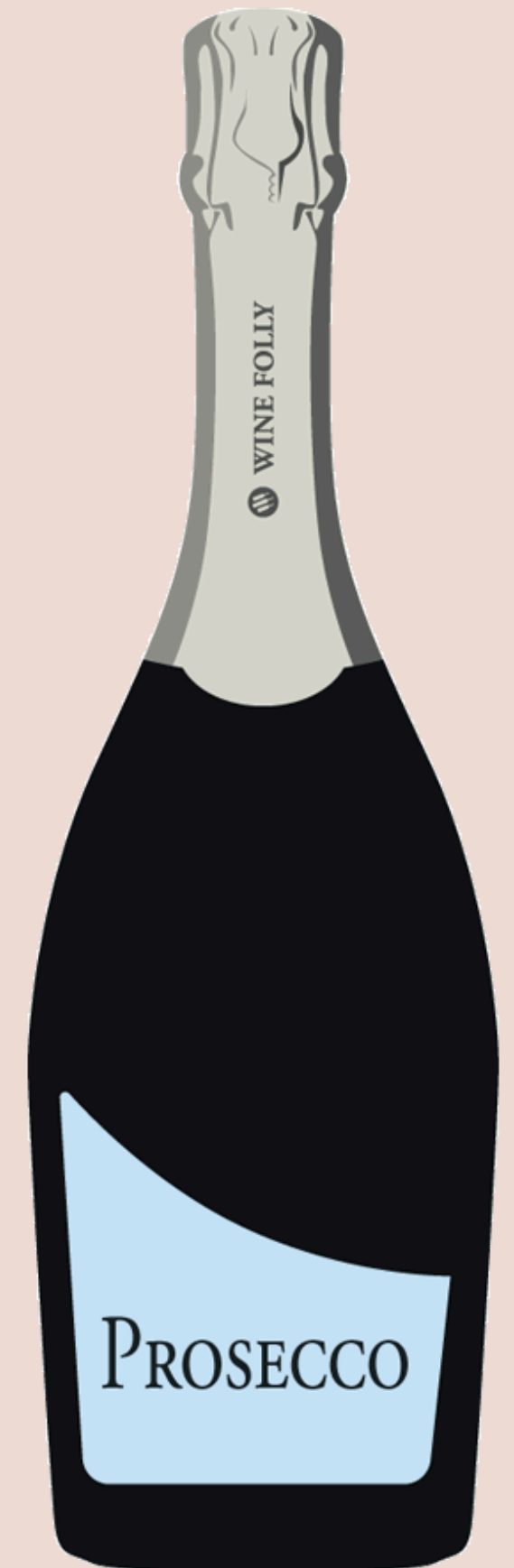
Prosecco is sweeter and for this reason makes a great match with cured meats, fruit-driven appetizers (like prosciutto-wrapped melon), and Asian cuisine


LAMARCA
PROSECCO


CINZANO[®]


RUFFINO
PROSECCO
D.O.C.

PROSECCO



WHAT IS THE DIFFERENCE?

▶ SPARKLING VS. STILL

▶ BRANDY VS. COGNAC





THANK YOU!
Q & A