

**The Image & Etiquette Institute  
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**2008 CORPORATE PROGRAM**

## **Branding Your Professional Image**

**Objective:** A specially created training program for corporate New Hires, Junior Level Employees, and Sales Associates, to help improve their overall performance. The program is presented in three Workshops, in order to give the participants an opportunity for personal consultations, and to help them absorb the skills needed to acquire a more polished presence and manner. It has successfully been presented during one week, but can easily be spread over a month to accommodate scheduling.

**Program Outline:** Depending on the size of the group and the company's objectives, this program is generally introduced in following manner:

**Workshop I - Wardrobe & Professional Image**

**Topics include: Proper Fit & Care of Clothing; Immaculate Grooming; Explanation and Illustration of Appropriate Business Casual Attire; How & Where To Shop.**

**Workshop II - Table Etiquette & Dining Skills**

**Topics include: Place Settings; American and Continental Styles of Dining; Napkin Etiquette; Making Small Talk; Duties of a Host and Guest; Importance of Thank You Notes.**

**Workshop III - Win-Win Negotiations**

**Positive & Negative Body Language; How To Read Other People; Fundamentals of Business Etiquette & Protocol.**

**Each Workshop is interactive, fun, encouraging participation with Group exercises, role-playing and exciting visuals.**

**Your Investment: Speaker's Fee for 3 days- \$4,500.**

**A specially designed Resource Book which includes information from all workshops, with colored photos, is billed separately @ \$30. per person.**

**Payment Terms:**

**A 50% deposit is required to confirm the Speaking Engagement. Programs are generally booked 6 to 8 Weeks in advance.**