

The Proper Manner

Presents
Finishing the Fortune 500™
Corporate Protocol and Dining Skills Training

to be held at the

Ritz-Carlton, Boston

August 20th and September 10th 1997

Enrollment limited to 30 participants

In today's fiercely competitive business arena, you'll need more than product knowledge to differentiate yourself from the pack. In order to outclass the competition, you must represent your company and present yourself with confidence and authority. Top management knows and successful executives realize that diplomatic skills are equally as important as technical knowledge. Lack of these skills, even on the smallest level, can damage your image, your career, and ultimately the company. This seminar will provide you with crucial social skills you must possess to perform at the highest level.

Seminar Agenda:

First Impressions: Conveying a Positive Image • Proper Introductions • Handshaking • Grooming • Interpreting Dress Codes • Small Talk

Meetings & Business Events: How to be Recognized as a Key Player • Advance Preparation • Making an Entrance • Working a Room • Conversation Skills

Corporate Protocol: Building a Team with Corporate Civility • Gender in the Workplace • Trends in Corporate Culture and Today's Sensitive Issues

Formal Luncheon - Dining Skills Training: Silverware Savvy • Deciphering Complicated Table Settings • Top Ten Dining Skills • Difficult Foods • Silent Service Code • American and Continental Styles of Eating

Business Entertaining: Considerate Host/Gracious Guest • Seating • Toasting • How to Handle Difficult Situations • Guest lists • What to Look for in the All-Important Interview Lunch.

The Traveling Executive: How to Avoid the ugly American Label • Planes, Trains and Automobiles • Hotel Etiquette • The Traveling Woman • The International Guest

The Power of the Written Word: Presenting a Polished Image on Paper • Executive's Stationery Wardrobe • When to Send and How to Write Powerful and Proper Notes for a Variety of Situations

To register or be put on our mailing list please call or fax:

The Proper Manner

Post Office Box 98 • Hingham, Massachusetts 02043
800-960-1009 • fax 617-749-1194

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TRAVEL SITES ON THE WEB

Hotel Anywhere, <http://www.hotelanywhere.com>, links to more than 27,000 travel-related Web sites, including airlines, travel agents, online travel magazines, and travel-related Usenet groups.

Visa ATM Locator, <http://visa.infonow.net/usa.html>. Find an ATM anywhere in the United States.

BizTravel.com, <http://www.biztravel.com/V4/newhome.cfm>. An all-inclusive site that lets you book hotel and flight reservations, search for hotels and restaurants, check the weather at

your destination, and get information on frequent-flier programs.

Healthy Flying, <http://www.flyana.com>, was developed by Diana Fairechild, an aviation and safety analyst. You'll find information about how to deal with lost luggage, bad airline food, jet lag, and more.

AutoPilot, <http://www.freetrip.com>. A highway trip planning system that gives users personalized itineraries for travel within the United States.

MEETING PLANNING SITES

▶ Meeting Planner's Guide to Profes-

GREEN MEETINGS

Have you ever noticed the amount of refuse after a meeting or trade show? The average trade show generates 10 tons of cardboard and one ton of paper—plus mountains of aluminum cans, leftover food, and plastics. The next time you hold a meeting, no matter how small, try these green ideas to reduce your event's landfill contribution.

▶ **Ask**, in your initial requests for proposals, about the facilities' recycling programs. If there aren't any, ask the facility to provide details on local programs.

▶ **Rethink** your paper use.

Can you cut back on the number of promotional mailings? Can you substitute e-mail or an 800 number for a mail-back registration card?

Can you print some of your registration materials and programs

on recycled paper? Can you reduce your print order to an accurate head count plus 5 percent?

▶ **Alert** attendees to the fact that there's a recycling program. Put a message in handouts or brochures, set up collection bins for cans and bottles, with separate bins for discarded badges.

▶ **Donate** surplus food to a local food bank. Don't worry about liability because Good Samaritan laws

in every state protect good-faith donors from liability claims. Call the Professional Convention Management Association's Network for the Needy at 205/823-7262 for an agency in the city where your meeting is held. The association will give you a copy of the Good Samaritan statute for that state and a sample of a hold-harmless clause. Or call Foodchain, in 119 cities in the United States and Canada, at 800/845-3008.

▶ **Use** giveaways made of recycled materials or that can be thrown

away (such as, edible or plantable premiums).

Try *Recycled Products Guide* (400 pages with 880 product classifications); \$205 for full text, \$65 for a condensed version. Phone 800/267-0707.

▶ **Inform** exhibitors that there is a use for all of the hundreds of leftover plastic totes or other unused premiums. Gifts In-Kind International works with show managers and associations to facilitate the donation of discarded exhibit goods to tens of thousands of charities worldwide. Donors qualify for tax deductions; shipping charges are paid for by Gifts In-Kind. Call 703/836-2121.



sional Speakers, <http://www.nsaspeaker.org/free.html>.

▶ MeetingForum, <http://www.meetingforum.com>. A community of professionals from the meetings, travel, incentive, and marketing industries. Includes discussion groups, hotel databases, and a private message center.

▶ EventSeeker, <http://www.eventseeker.com>. Learn about business and recreation events throughout the world.

▶ The Meeting and Event Planning Center, <http://www.eventplanner.com/>. Search for facilities, convention centers, and travel services, plus view facilities and scenic locations right from your desktop with Apple's Quicktime virtual reality tours.

▶ The Guide to Unique Meeting Facilities, <http://www.theguide.com>. Includes retreat centers, convention centers, universities and colleges, and

WHAT IT COSTS WHERE

In scouting sites for your company's next conference, it's important to know what some basics are likely to cost. According to *Business Travel News*, here's about what it costs per day for food, lodging, and car rental in five major U.S. cities:

New York	\$356
Washington	\$310
Boston	\$266
Chicago	\$261
Philadelphia	\$252

cultural and historical venues.

▶ CyberExpo, <http://www.cyberexpo.com>. A site where you can find out about upcoming conventions, expos, conferences, and trade shows.

MAKING YOUR MEETINGS ACCESSIBLE

Americans with disabilities make up 17 percent of the population, the largest minority group in the United States. The Americans With Disabilities Act specifies that people with disabilities shall not be discriminated against in any place of public accommodation. Making meetings and conferences accessible to disabled people may require architectural revisions, but it may also only require common sense and communication. The following guidelines show how simple etiquette and sensible suggestions can help accommodate people with disabilities.

▶ Reserve seats next to electric outlets for people who need to use electrical equipment.

▶ Make sure anyone using a sign language interpreter sits in a direct line from the signer.

▶ Discuss all specific needs of disabled speakers beforehand.

▶ Wheelchair users should sit wherever they are comfortable, not necessarily in the back of the meeting room.

▶ Sit at eye level when speaking with a person in a wheelchair.

▶ Speak directly to a person with a hearing impairment. Do not raise

your voice or look down.

▶ Let a disabled person tell you what he or she needs. Offer assistance, but don't insist.

▶ Speak directly to a person with the disability, not to his or her assistant.

Although complying with the ADA is a legal necessity, the more difficult task is to understand the human issues and learn to work with people whose lifestyles differ from your own. Many people feel uncomfortable around persons with disabilities. By emphasizing the human elements of ADA compliance, along with the meeting place facilities, organizations can take an investment opportunity offered by a previously untapped market of valuable resources.

"Unless you're very fortunate," says Ciritta Park, deputy executive director of the Association on Higher Education and Disability, "there's something in your life that changes—hearing, vision, mobility. We are all temporarily able-bodied."

If you have questions regarding the responsibilities of your conference to disabled attendees, contact an ADA specialist in the U.S. Justice Department at 800/514-0301.

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managing change • strategic HRM
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employee motivation and appraisal
TQM • management development

Course materials focus on North American HR and training systems while drawing comparisons to HRD practices in the UK, Europe, and the Asia-Pacific region.

Leicester University is an accredited British institution with more than 1000 students in over 20 countries enrolled in its distance learning Training & HRM program. For further information:

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