

You Can Sharpen Your Business Etiquette

Individuals often find themselves in challenging and unfamiliar situations such as facilitating introductions at a social event, articulating responses to interview questions, or managing many pieces of silverware during a meal. The Professional Advantage allows individuals to develop confidence and familiarity in handling such circumstances in professional and social environments. A full day of workshops and training in protocol and business etiquette facilitates the development of these skills, which are critical to success in job, graduate school and scholarship interviews. The workshops are led by Emily Post Certified Instructors, along with special guests for specific topics.

Workshops include training in:

- Professional communication and networking skills
- Introduction skills, handshaking techniques and business card protocol
- Building relationships and understanding etiquette in other cultures

Optional features:

- Professional dining training during a full four-course meal
- Networking social

Judges will have the opportunity to observe, interact with and evaluate those nominated to participate in this event. Awards for individuals who stand out above the rest will be presented at the end of the day.



“Participants used this opportunity to translate business etiquette concepts into useful skills in a competitive event. These valuable skills will give them an advantage in any career path they pursue.”

-Kyle Chapman of ECU’s Institutional Planning, Assessment and Research

But Wait! There’s More!

After two successful sessions of The Professional Advantage, formerly known as “Outclass the Competition,” the comprehensive course will be offered in customized training sessions for specific colleges, schools, departments, and private-sector organizations.

“The first two sessions were so popular with the students, staff and faculty who attended that we received requests from some participants to tailor seminars to the needs of their colleges, schools and departments,” said Mande F. Lancaster, director of OIED Leadership Initiatives and organizer of The Professional Advantage.

Etiquette intelligence and professional networking skills will distinguish you from the crowd. The Professional Advantage can help business executives seeking to improve the poise, reputation and image of their company; individuals striving to reach new heights on the corporate ladder by polishing his or her personal professional brand; and students about to enter the workforce who want to make a powerful first impression.

Can you or your organization benefit from a customized The Professional Advantage? Or are you interested in supporting The Professional Advantage?

Please contact Mande Lancaster at the contact information on the back of the brochure.

Sponsorship

We encourage individuals and organizations to take advantage of our many sponsorship opportunities. Sponsorship opportunities are available for local businesses and corporations as well.

Sponsor an etiquette luncheon table: \$500

Sponsor the Networking Social: \$750

Sponsor the day: \$1,000

If you are interested in sponsoring a participant, a portion of an event, or making a financial donation to support the program, please contact Mandee Lancaster at the contact information on the back of the brochure.



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Professional protocol and etiquette training
for any situation

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ECU's Office of Innovation and Economic Development