



The
English
Manner

BEAUMONT
ETIQUETTE

Train the Trainer Program

ONLINE TRAINING

The
English
Manner

BEAUMONT
ETIQUETTE

The English Manner and Beaumont Etiquette have unrivalled global reputations for their extensive etiquette and protocol training.

Based in London and New York they provide the most thorough training in their field, maintaining traditional standards while reflecting modern, cross-cultural themes.



Etiquette is not just a set of rules to be learned. It is a state of being that, when taught correctly, can add immeasurable value to people's lives.

Since The English Manner's foundation over twenty years ago, we have set the gold standard for etiquette training and are noted for our vast knowledge and attention to detail.

Beaumont Etiquette is the premier etiquette consultancy in New York, and the leading program in America.

Our collaboration brings together world-class trainers.

Our online Train the Trainer Program allows candidates to gain a strong insight into the intricate but highly entertaining and rewarding world of etiquette and protocol.


We look forward to seeing you online.



WILLIAM HANSON

EXECUTIVE DIRECTOR

The English Manner


 @williamhansonetiquette



MYKA MEIER

FOUNDER AND DIRECTOR

Beaumont Etiquette

 @mykameier



About The English Manner

The United Kingdom's leading etiquette and protocol institute offers training sessions, courses, seminars and presentations across the world, and works with royal and diplomatic households, leading businesses, universities and individual clients.

The English Manner was founded in 2001 by Alexandra Messervy FRSA, formerly of the Royal Household of Her Majesty The Queen.

Alexandra worked in the Master of the Household's department and helped plan many high profile royal events, including state visits, overseas tours, weddings and christenings. She later went on to consult for the Lucie Clayton College, which later became part of The English Manner.

Our accredited etiquette and protocol courses are extensive, bringing contemporary relevance to a world of traditional values.

Our individual and group training sessions are carefully designed to develop your confidence as you approach a range of social and professional situations.

Whether you are a deputy-CEO wishing to add unparalleled social skills to gain a competitive edge and a sought-after promotion in the workplace, a corporate partner aiming to up their game when it comes to cross-cultural entertaining, or an individual wishing to improve their confidence, knowledge and skills in social settings, our pool of highly knowledgeable, expert tutors will assist.

The English Manner is accredited with the CPD Standards Office as a Provider of Training Excellence.



About Beaumont Etiquette

America's premier etiquette provider offers businesses and individuals inspiring and contemporary courses in American, British and Continental European etiquette.

Our modern, exciting and interactive Programs are designed to meet the etiquette needs of today's society.

With offices in both New York and California, Beaumont Etiquette's trainers educate consumers and companies in the expansive world of dining, social graces and corporate protocol. In keeping with respected traditions created centuries ago, Beaumont Etiquette adds a modern spin, with an empowering and unstuffy manner, to instill confidence and break down cultural barriers.

From dining etiquette to social polishing, business protocol to cross-cultural training, Beaumont Etiquette has a course for every need.

We are the official etiquette partner of The Plaza Hotel, having launched The Plaza Finishing Program for adults, teenagers and children in 2016.

In 2018 Beaumont Etiquette was named the official etiquette partner of Downton Abbey: The Exhibition in the United States.

Both The English Manner and Beaumont Etiquette are proud to be members of:

LEADING
PROTOCOL & ETIQUETTE
★★★★★
SCHOOLS OF THE WORLD



Our comprehensive and accredited online Train the Trainer Program enables you to train others in the fields of etiquette and protocol, expanding your knowledge from the comfort of your own home and in your own time.

The e-learning program has been carefully designed to provide you with the skills for transformational teaching of your clients anywhere in the world, to build your own commercially successful business platforms, or to expand and enhance your own knowledge of etiquette and protocol for social and professional gain.

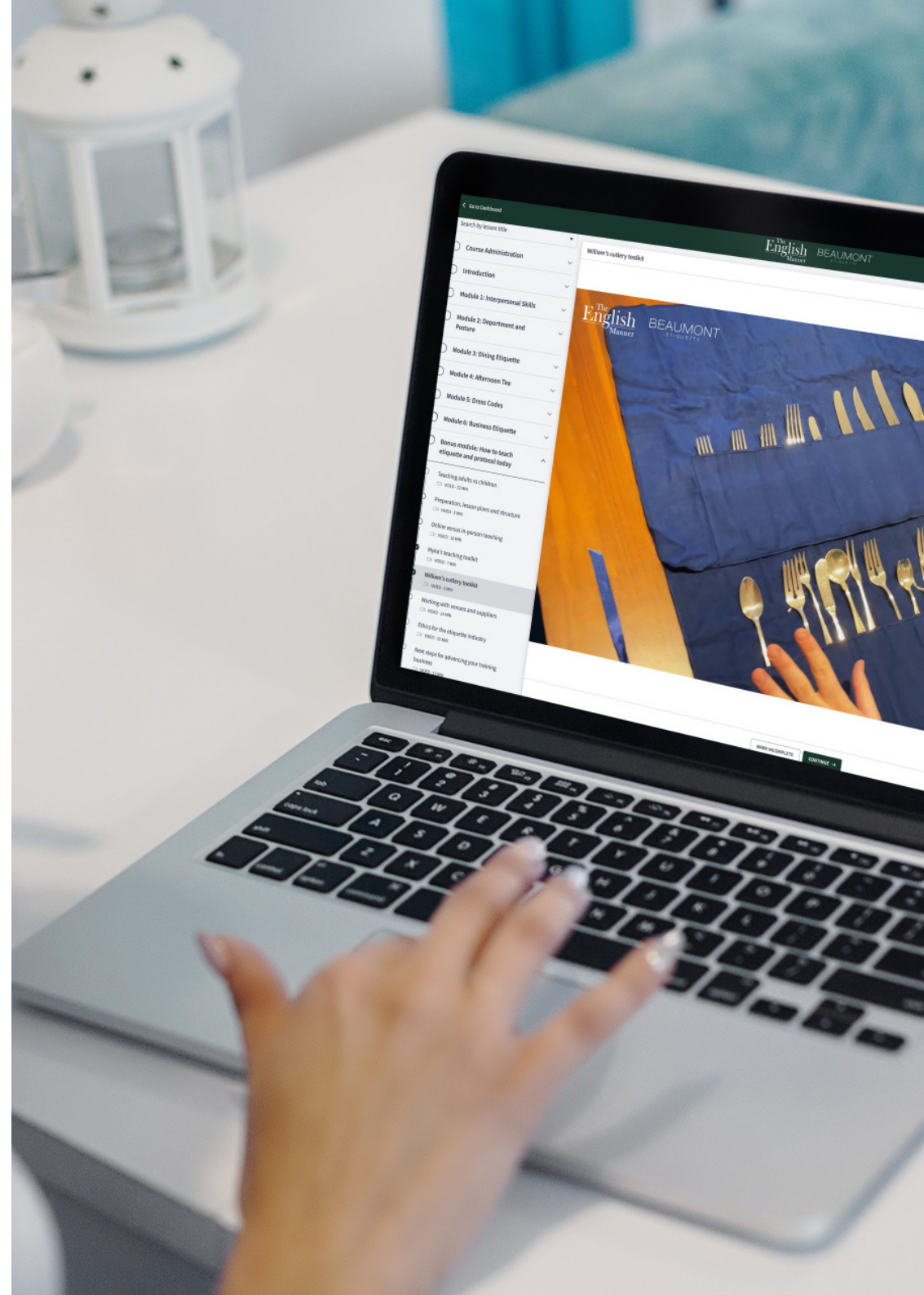
The program contains key topics of British and Western social and business etiquette.

Candidates accepted on our online Train the Trainer Program will receive:

- comprehensive online training written and curated by our expert tutors;
- new modules delivered monthly to your email;
- teaching notes and coaching suggestions;
- regular live group catch-up webinars.

Why choose our online Train the Trainer Program?

- Content is taught using a range of teaching methods, including video tutorials, audio lessons, PDFs, quizzes, essays and more.
- The program authors are renowned experts in their fields and, with experience of teaching clients all over the world, they have an enhanced understanding of cross-cultural training needs and their subject areas.
- The program is accredited with the Institute of Leadership and Management.

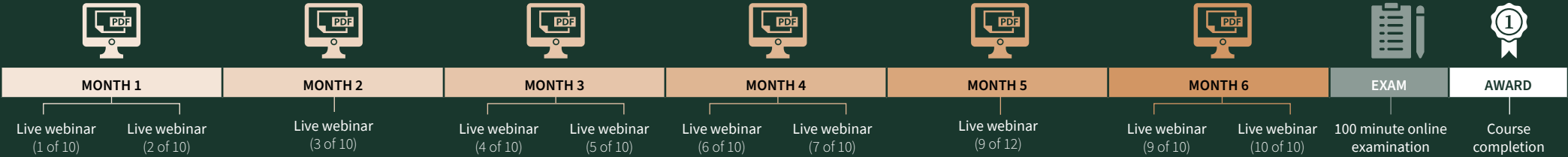


The programs

Grade One (Online) Duration: 6 months

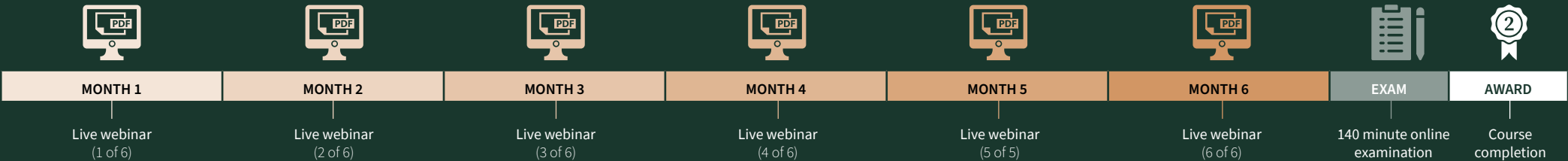
Please note this brochure contains information about this version of the program

All learning delivered via the online classroom over six months
(Runs twice a year: January - June or July - December)



Grade Two (Online) Duration: 6 months

All learning delivered via the online classroom over six months
(Runs once a year: March - August)



The programs

Attainment: Grade One (Online)

Duration: 6 months

Grade One focuses on the core subjects of etiquette and protocol.

The six modules are explored further using reading materials, worksheets, videos, audio lessons, one-to-one mentoring and other learning tools.

At the end of the six months, candidates are sent the online examination.

Standard pass: 75%; Merit: 85%; Distinction: 95%.

Attainment: Grade Two (Online)

Duration: A further 6 months

For those who wish to further develop their understanding of the subjects, the second grade sees the exploration of more advanced areas of etiquette and protocol.

The five modules are explored using reading materials, worksheets, videos, audio lessons, one-to-one mentoring sessions and other online learning tools.

At the end of the six months, candidates are sent the online examination.

Standard pass: 75%; Merit: 88%; Distinction: 96%.

The programs

	GRADE ONE (Online)	GRADE TWO (Online)
Module 1: Interpersonal skills	✓	-
Module 2: Deportment and posture	✓	-
Module 3: Dining etiquette	✓	-
Module 4: Afternoon tea	✓	-
Module 5: Dress codes	✓	-
Module 6: Business protocol	✓	-
Module 7: Correspondence & correct form	-	✓
Module 8: Entertaining	-	✓
Module 9: Service skills	-	✓
Module 10: Body language	-	✓
Module 11: International Protocol	-	✓
Training manual	✓	Printable PDFs
Bonus modules ¹	✓	✓
Online examination ²	100 minutes	140 minutes
Certificate of completion ³	Digital	Digital
Live group catch-up webinars	10	6
One-to-one private mentoring sessions	Additional investment	Additional investment
Membership of the Institute of Leadership ³	Additional investment	-
Digital badge for marketing materials ⁴	-	✓

1 The content in these modules are not part of the examination.
2 Extra time is given for those who speak English as an additional language.
3 Subject to standard pass mark.
4 One year's complimentary membership. Please enquire for full benefits.



Online classroom

Discover the rules, history and methods of etiquette and protocol, as well as advice on how to teach certain topics, in our interactive online classroom. Each distinct module is taught using a variety of teaching methods, including downloadable PDFs, audio lessons, videos and quizzes.

Candidates have access to the online classroom for an extra month after the course ends.



DOWNLOADABLE PDFS



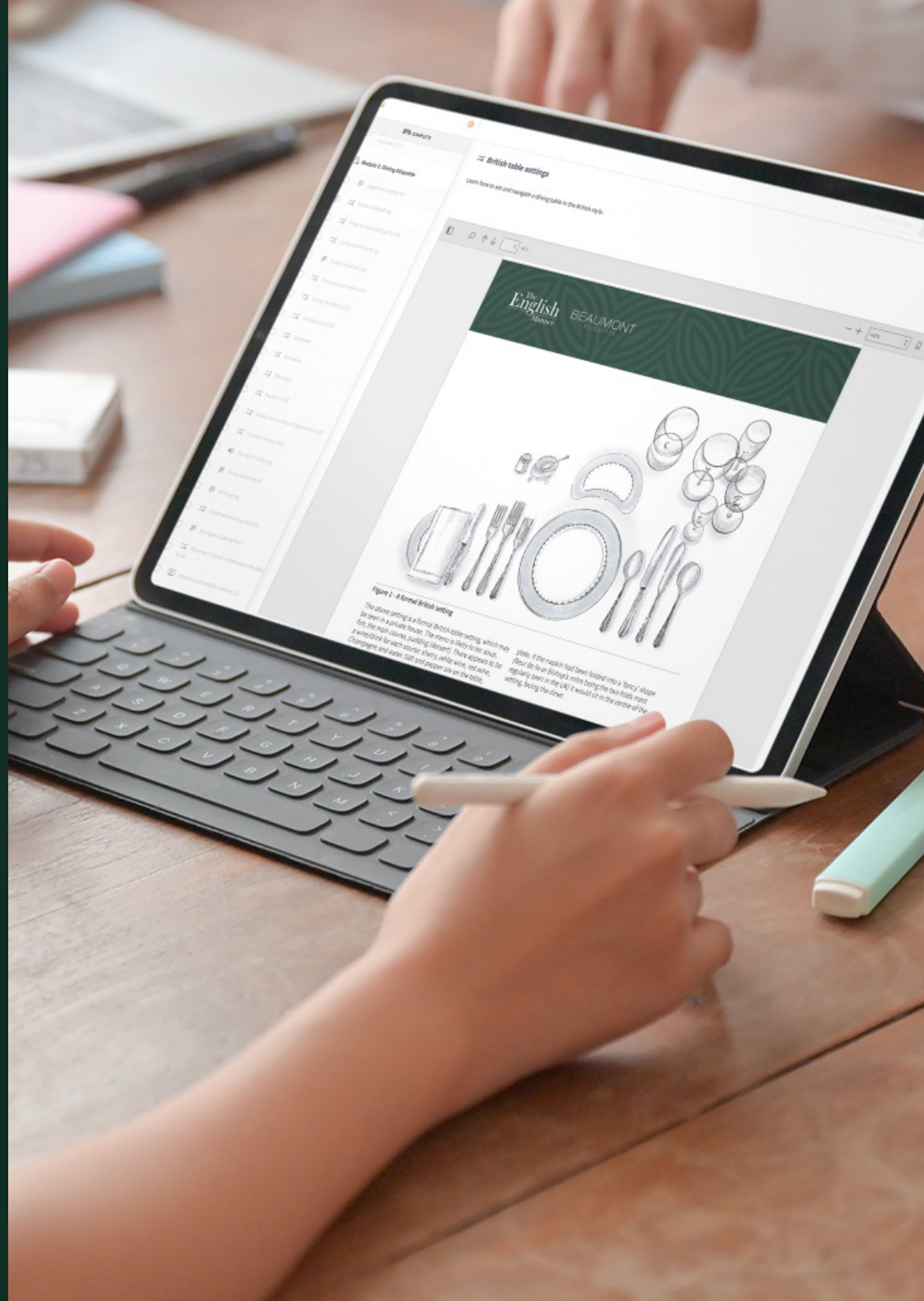
AUDIO LESSONS



VIDEOS



QUIZZES



Grade One

Online only syllabus



MODULE 1: INTERPERSONAL SKILLS

ONLINE CLASSROOM

First impressions	Good and bad examples of handshakes
The perfect handshake	Social kissing in the workplace
Cultural differences in greetings	Use of first names and nicknames
Introducing yourself	Eye contact
Introducing other people with correct precedence and respect	Giving and receiving compliments
When to make an introduction	Bystanders and strangers
Social kissing, hugging and showing affection	Remembering and forgetting names
Small talk and conversation	Touchless greetings
Moving into a group	
Breaking away and moving on	
Assisting with coats	

MODULE 2: DEPORTMENT AND POSTURE

ONLINE CLASSROOM

Sitting positions	What is deportment?
Walking with poise	Standing tall
Getting in and out of a car	Escalators, elevators, revolving doors and staircases
Entering and leaving a room	Posture for dining
Chin positions	

Grade One syllabus

MODULE 3: DINING ETIQUETTE

ONLINE CLASSROOM	
Navigating the place setting	Crockery and china
Setting the table	Silverware and cutlery
British table settings	Glassware
European table settings	Linens
American table settings	Placemats and tablecloths
Eastern table settings	Finger bowls
How to hold cutlery and glassware	The silent service code around the world
Toasts, speeches and saying grace	British and American mealtimes (formal and informal)
The silent service code	Wine pairing
Service of coffee and liqueurs	Centerpieces
The rhythm of dining	After dinner drinks
Placement of hands and elbows at table	Cigars, cigarettes, vaping and more
Unfamiliar and inedible cuisine	Passing and offering food
Chopsticks	Condiments and sauces
Technology at the table	Breakfast table settings

MODULE 4: AFTERNOON TEA

ONLINE CLASSROOM	
The history of afternoon tea	The rise of the Victorian tearoom
How to brew, steep and serve tea	How tea is served at Buckingham Palace
Milk in first or last?	Black, red, green, white teas and infusions
Lemon, sugar and other accompaniments	Silver vs porcelain teapots
How to hold a teacup and saucer	Loose leaf vs tea bags
Correct stirring theory	Tea in a hotel vs private house
Table settings for tea	History of the scone
How to eat finger sandwiches and savouries	Polite tea talk
Preparing and layering the scone	
Pastry protocol	

Grade One syllabus

MODULE 5: DRESS CODES

ONLINE CLASSROOM

Evening dress (white tie)	British, European and American dress terminology
Dinner jackets (black tie)	Orders and decorations
Morning dress	Masked balls
Lounge suits	Town vs country
Smart and business casual	Ties, scarves and further accessories
Come as you are	Highland dress
Gloves, sunglasses, umbrellas and jewellery	Middle Eastern dress

MODULE 6: BUSINESS ETIQUETTE

ONLINE CLASSROOM

Introducing clients, colleagues and VIPs	Mobile and technology manners
Networking events	Welcoming office visitors
Hosting clients in a restaurant	Video conferencing
Airport arrivals and welcomes	Business travel
Business cards	Job interviews and review meetings
Email etiquette	Business ethics
Corporate structures (UK and USA)	Working from home

BONUS MODULE: HOW TO TEACH ETIQUETTE AND PROTOCOL TODAY

ONLINE CLASSROOM

Teaching styles and methods	Teacher's toolkit
Teaching adults vs children	Powerpoint presentation template
Preparation and lesson plans	Next steps for advancing your training business
Lesson structure	Adapting etiquette to modern life
Online versus in-person training	
Working with venues and suppliers	



LinkedIn group

Candidates are invited to join our private LinkedIn group, where past and present students of our Train the Trainer program can discuss a range of topics, including matters of etiquette and running a soft skills training business.



Training Manual

With over 250 colour illustrations and photographs, this 268-page hard-backed manual is the definitive resource for trainers teaching Western and international etiquette. Exclusively available to students of our course.



Live catch-up webinars

For both Grades One and Two we offer a series of live catch-up webinars, where candidates can come together with their tutors and fellow students to discuss each module and brainstorm business and marketing ideas. Replays are made available for those who can't attend.



GRADE ONE (ONLINE)
10 webinars



GRADE TWO (ONLINE)
8 webinars



Grade Two syllabus

Candidates who successfully complete Grade One may enrol in Grade Two. This second program consists of five modules, again delivered exclusively through the online classroom.

MODULE 7: CORRESPONDENCE AND CORRECT FORM

ONLINE CLASSROOM

Letter styles, blocking and formats

The correct way to fold a letter

Salutations and sign offs

Titles: social and professional

Thank-you letters

Writing paper and correspondence cards

Post-nominals

Envelopes (social and business)

Addressing royalty

American Executive and Legislature forms of address

Diplomatic forms of address

Business stationery

Name badges and place cards

Greetings cards

Letters of condolence

Pronoun etiquette

MODULE 8: ENTERTAINING SKILLS

ONLINE CLASSROOM

Invitation formatting

Sending invitations

Replying to invitations: formal and informal

Seating plans and options

Dietary requirements

The role of the host

The role of the guest

Arrival, procedure, departure

Hostess gifts

The different types of party

Menu planning and composition

Wine and Champagne service and storage

Returning hospitality

Complaining

Tipping

Precedence for entertaining

Official lists

Entertaining royalty



Grade Two syllabus

MODULE 9: SERVICE SKILLS

ONLINE CLASSROOM
Butler service
Silver service
Plated service
Family-style service
Buffet service
Host service
Service à la Russe and à la Française
Afternoon tea service
Service au guéridon and trolley service
Cultural differences in service
Duplicate and triplicate service
Cigarettes and ashtrays

MODULE 10: BODY LANGUAGE

ONLINE CLASSROOM
Hand gestures
Smiles and laughter
Arm signals
Hand and thumb gestures
Eye signals
Evaluation and deceit signals
Personal space and territories
Leg positions and signals
Body positioning
Ownership and territory signals
Body language of seating arrangements
Job interviews and appraisals
Cultural differences in body language
The most common daily gestures
Mirroring
The secret signals of glasses and makeup
Power plays and office politics
Charisma

Grade Two syllabus

MODULE 11: INTERNATIONAL PROTOCOL

ONLINE CLASSROOM
The history of protocol and its context
Protocol vs etiquette
The method of protocol:
<i>Precedence</i>
<i>Flags and anthems</i>
<i>Gift exchanges</i>
<i>Receiving lines</i>
<i>Processions</i>
<i>Seating: conferences, dinners, photographs, press conferences, vehicles</i>
<i>Wreath laying</i>
<i>Gun salutes</i>
Cultural differences in protocol
Ceremonies and their components
The role of the protocol officer
Protocol in action:
<i>Presentation of credentials</i>

Module 11 is delivered over two months and in partnership with [Protocolbureau](#).

BONUS MODULE: STARTING YOUR OWN ETIQUETTE BUSINESS

ONLINE CLASSROOM
In their own words: Myka Meier and William Hanson
Branding and logos
What's in a name?
Knowing your target market
Marketing and PR
Client proposals and pitches
Client enrolment and registration
Terms and conditions

Program Author and Tutor

Myka Meier

Myka Meier is the Founder and Director of Beaumont Etiquette and the Co-Founder of The Plaza Hotel Finishing Program. An author of two best-selling books (*Modern Etiquette Made Easy* and *Business Etiquette Made Easy*), Myka specializes in teaching business, social and dining etiquette to adults, teenagers and children.

A dual American and British citizen, Myka studied at traditional etiquette schools in Switzerland and the United Kingdom, and has been formally trained in Continental European, British and American etiquette.

Myka co-founded The Plaza Hotel Finishing Program with Beaumont Etiquette in 2016, and

in 2018 was named the official etiquette partner for Downton Abbey: The Exhibition in the United States.

Myka is an avid volunteer for charities which promote confidence and teach both social and professional skills in underprivileged communities.

Myka has been featured as a regular etiquette contributor on NBC's *The Today Show* and has been featured across global media including *Vogue*, *TIME*, ABC's *Good Morning America*, *People* magazine, *The Times* (London).

 [@mykameier](https://www.instagram.com/mykameier)

Myka in print...





Program Author and Tutor

William Hanson ^{FRSA}

William is widely regarded as the UK's most trusted authority on etiquette and civility. His youth and old-fashioned values make him the arbiter of modern manners.

Based in central London, William teaches in the UK and all over the world, including in Europe, America, China, south-east Asia and GCC countries.

He is a trusted advisor to many private households, embassies and high commissions, businesses, cultural organizations and schools alike.

William is the author of the bestselling, irreverent and indispensable manual of modern-day social mobility, *The Bluffer's Guide to Etiquette*, and its recent follow-up *The Bluffer's Guide to Entertaining*.

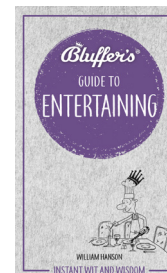
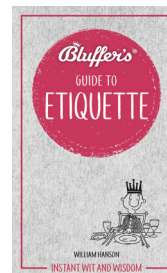
and co-author of *Protocol to Manage Relationships Today*, published in 2020 by Amsterdam University Press.

A regular contributor to global media as an etiquette expert and social commentator, William believes good manners and etiquette are based on common sense and should be universal.

William strives to integrate manners and etiquette with modern life, helping people become more aware of, and sensitive to, the ways in which we conduct our lives. In 2017 he was made a Fellow of the Royal Society of the Arts and holds two Guinness World Records for etiquette.

 [@williamhansonetiquette](https://www.instagram.com/williamhansonetiquette)

William in print...



Tutor

Jo Bryant

Recently described by The Telegraph as 'the empress of etiquette', Jo joined The English Manner in 2019 from Debrett's, where she spent over a decade as a tutor and as the editor of more than fifteen acclaimed books on etiquette and modern manners.

Jo has worked with leading restaurant and hospitality groups, luxury retail brands, top concierge agencies and exclusive education specialists, along with private clients from all over the world.

Jo also specialises weddings, having trained some of the UK's top wedding venues in service.

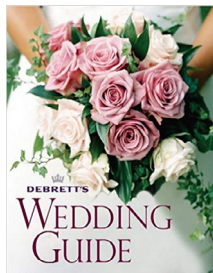
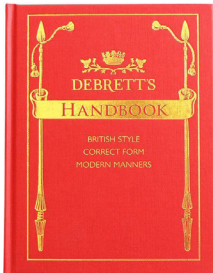
She is as well-versed in traditional wedding customs as she is contemporary trends.

Jo regularly provides expert comment for national newspapers, magazines, television and radio.

She has also been a keynote speaker at numerous conferences and events, including *Stylist Live* and *Brides the Show*.

 [@jo_bryant_etiquette](https://www.instagram.com/jo_bryant_etiquette)

Jo in print...





Certificate



Digital Marketing Badge



Digital badges issued for graduates of Grade Two.
Small renewal fee due every two years.



Institute of Leadership

Our Train the Trainer program is accredited with the British Institute of Leadership. Candidates who complete Grade One are able to join the institute as an associate member. The first year of membership is complimentary for those who take the in-person training. For candidates enrolled on the online-only program, membership for the first year is available for a small additional cost.

Three key benefits of becoming an associate member:



Certificate of associate membership



Post-nominal letters (AMInstL - for example, 'John Smith AMInstL')



Access to the institute's **MyLeadership Development platform, an online resource with learning and activities for leadership development**. Associate members are able to use the learning materials for their own programs, too.





Testimonials

“As a Canadian, I had a few options when deciding where to go for a Train The Trainer course. One look at the tutors for this course and the roster of clients, and the decision was crystal clear: The English Manner and Beaumont Etiquette.

From the moment I met William, it was etiquette-love-at-first-sight: from the way he presents himself to the respect he shows for his students, the learning and the subject, there is no doubt that you are in the very best hands. As a tutor, he exudes passion and confidence, purpose and charisma and an honest calling to share these qualities with those around him.”

SUSY, JANUARY - JUNE 2021

“An incredibly useful program for anyone aspiring to become an etiquette coach, taught by charismatic experts whose knowledge is fascinating and inspiring.”

JOVANA, JANUARY - JUNE 2021

“A fantastic course if you would like to begin a new career or just become a better version of yourself.”

ERIKA, JANUARY - JUNE 2021

Testimonials

“An amazing online course! The course was very informative and ‘hands-on’ even from afar. William and Myka both have inspirational energy and both live ‘manners and etiquette’. Through their integrity and desire to teach they have equipped us with the tools and confidence to improve on ourselves and the journey of training others.”

CAROLYN, JANUARY - JUNE 2021

“As a business professional, I enrolled in the Train the Trainer programme to learn the essentials while adding polish and advancing the value I bring as a leader. The training has provided me the resources to teach others within the organization so they too can increase their understanding and awareness in order to make the best first impression.”

JAMIE, JANUARY - JUNE 2021

“Plenty of information, great detail, beautiful content, caring and supportive peers and teachers. This is better than most universities.”

STEPHEN, JANUARY - JUNE 2021



Investment

Application fee	Grade One (Online)	Grade Two
\$150 (USD)	\$5,660 (USD)	\$4,500 (USD)

Payment plan available.

The non-refundable application fee will be put towards the program cost and will only be refunded if your application is not accepted.

PAYMENT PLAN: GRADE ONE (ONLINE)

WHEN	INSTALMENT	AMOUNT DUE
Upon application being accepted	50%	\$2,830
4 weeks before course commencement	25%	\$1,415
1 week before course commencement	25%	\$1,415
		\$5,660

For each grade we offer payment by bank transfer, Visa, Mastercard, American Express, Discover, JCB or Union Pay. Failure to pay each instalment on time will result in immediate disqualification from the course.



Frequently Asked Questions

Can the online course be completed anywhere?

The online platform can be accessed anywhere in the world, subject to localised internet laws.

It is accessible via desktop, laptop, tablet and most of the major smartphones.

How long do candidates have access to the online classroom?

While the modules have to be completed within six months, access to the online classroom remains for a further month after the examination ends.

We reserve the right to revoke access immediately and without prior notice should any of the agreed payments not be made on the stipulated day or if we become aware of any breaches of copyright.

Are the modules available for the participant to go through at their own pace or are sections of the module released so that everything takes the right amount of time during the six months?

The modules can be completed in your own time. Each month sees new content released (one module per month, roughly, with some unexamined content also released across the six months).

There is no hard deadline to complete each module but they all must be completed before the examination at the end of the six month Program.

What happens if during the program I become unwell or am unable to study?

We review this on a case-by-case basis but in most instances we can accommodate unforeseen occurrences. An extension can be given for most cases.

I may not be ready to begin the course in January or July - can I start the training when I am ready?

At this stage all online candidates will need to start the training in either January or July.

How to apply for Grade One

If you would like to be considered for our next Grade One (Online) course please complete our online application form, which can be found on our website (or click [Apply for Grade One](#) below).

Accepted applicants will be contacted from three months before the start date to secure their place.

Applicants who not accepted will be added to a waiting list.



The English Manner

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 [@mykameier](https://www.instagram.com/mykameier)