

MEETING & GREETING

How do you greet a Japanese guest? How do you engage a reserved client in a discussion? Can you bring a chatty person to the point? Who enters a restaurant first? How do you exchange business cards? Learn how to handle these situations with ease! Use small talk effectively as a tool; greet and introduce using titles and salutations correctly; understand the dos & don'ts in a business environment. A thorough knowledge of international business and diplomatic courtesy is an essential support to your professional image.

WINING & DINING

Throughout the world, a lunch or dinner invitation is an accepted means to foster business relations. It is of paramount importance that you, as the guest or host, are familiar with internationally accepted table manners. When should you start eating? Should you clink your glass when toasting? Where should you place your napkin if you need to excuse yourself from the table for a moment? Successful events and occasions, whether at home or in a restaurant, require precise organisation. Improve your knowledge of invitations, menu selection and pairing with beverages and wines. Learn more of local and international customs, seating plans, staffing, toasts and much more. Thorough planning allows you to focus on the real issues and ensures the success of your event.

DRESS CODES & STYLING

What does smart casual mean? What is too casual for a staff outing? Is red a business colour? What message are you giving arriving in a cloud of perfume or with dandruff on your jacket? What are the official and implied unofficial dress codes, corporate dress codes, general dress codes? We often underestimate the impression an outfit makes. Proper attire shows professionalism. Dress to impress – just a catch phrase, or more?

SEMINARS – WORKSHOPS – TRAINING – COACHING – PRESENTATIONS

We offer training, seminars, workshops and individual coaching over one or more days. We can make a presentation during your conference, in-house training and client events.

OUR DNA

We have 25 years on the diplomatic stage in Western and Eastern Europe, Asia, Africa, Australia, South and North America, more than 30 years in the hospitality business and 15 years in the field of etiquette, decorum, demeanour and VIP services. We convey courtesy competence based on our daily and long-standing international experience.



Daniel Senn – Tunis

Daniel Senn has over 30 years' international hotel management experience and 20 years of organising events as an accompanying person of a diplomat. Lived and worked in the USA, Saudi Arabia, the Czech Republic, Thailand, Australia, Brazil, Nigeria, Spain and, since 2017, in Tunisia.

Barbara Zehnder – Stockholm

Barbara Zehnder has 15 years' image coaching for companies and individuals, over 25 years' experience in diplomatic etiquette as an accompanying person of a diplomat. Lived and worked in Switzerland, Belgium, South Korea, Austria, Ukraine and, since 2015, in Sweden.



We would be delighted to use our skills and knowledge to your benefit, in English or German, with charm, humour and real-life examples from our years of practice.