

The new handbook in English by Barbara Zehnder and Daniel Senn

HOW TO MEET, HOST & DRESS

Meeting – Dining – Dress Codes by Barbara Zehnder and Daniel Senn (see [Bulletin 1/2019, p. 37](#)) is now also available in English: *How to Meet, Host & Dress* is an indispensable companion for anyone working in a national or international context. This handbook features a wealth of techniques and information on meeting and greeting, how to create the perfect event with wining and dining, as well as dress codes and styling for your success in any situation. The Bulletin editorial team had a conversation with the two authors about this new version.



informed by the publisher that we could approach them for further cooperation. The English edition is not simply a translation of the German edition, but a very extensive revision, including additions, adaptations, and new topics, such as salutations in British versus US English, or US versus metric mass.

How did it all start? What made you decide to publish an English version?

Barbara Zehnder (BZ): Many of our course and seminar clients had repeatedly asked us when there would be an English edition of the German version of our Meeting – Dining – Dress Codes handbook. After intensive benchmarking, we realised that there was no comparable handbook on the English-speaking market. This encouraged us to expand the project. Then came COVID-19 ...

6,800 times. We also published a brochure on Culinary Swissness (editor's note: see [Bulletin 4/2022, p. 19](#)). With the work on the brochures and the demand for the online seminars, the project of an English edition was no longer our priority. We also didn't know how much the pandemic would change business etiquette. Just one example: Would the handshake make a comeback?

BZ: All's well that ends well. On 20 September we had the pleasure of celebrating the book launch with family, friends, and clients at Zurich Airport. A few weeks later we hosted the book launch in Geneva for various clients and a mini-workshop for the UN Women's Guild. In mid-October, we presented the book at the Frankfurt Book Fair and met with great interest there as well.

How has Covid impacted your project?

Daniel Senn (DS): Before the beginning of the crisis our work was mainly face-to-face seminars and courses. With the COVID-19 pandemic, we, like many others, had to adapt our business model to the new circumstances. Barbara and I trained ourselves in online seminars, didactics, and online tools. This enabled us to continue offering our services in the online environment. At the same time, we noticed that many people were struggling with the communication and practical aspects of working online and, above all, did not have the time to acquire this knowledge. We took up the topic and published a brochure on Remote Work and Online Etiquette in spring 2019. It has been downloaded more than

When was the decision made to publish the book in English?

BZ: Once the COVID-19 crisis was behind us, we found that there had been no fundamental changes in business etiquette, and we resumed the project. We approached various publishers around the world and considered self-publishing. When we found two international translators who work for the Zurich University of Applied Sciences (ZHAW), we decided there was no turning back.

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We started almost 10 years ago with etiquette training for FDFA interns. We are both accompanying persons of FDFA staff and have still been able to develop a mobile career. This is not always a given for accompanying persons. We would like to thank the FDFA for the trust it has placed in our work.

Was it difficult to find a publisher for the English edition?

DS: We contacted the publisher of the German edition again and explained our vision and our willingness to invest time and resources. After a short time, we were



[Barbara Zehnder](#)



[Daniel Senn](#)

BOOK INFORMATION

How to Meet, Host & Dress features a wealth of techniques and information on meeting and greeting, how to create the perfect event with wining and dining, as well as dress codes and styling for your success in any situation.

The book is divided into three major sections:

How to meet

International business etiquette requires us to master a variety of skills, including the ability to greet people, introduce ourselves and others correctly, make small talk, behave appropriately online, and deal with customers from all over the world.

Content samples:

- Forms of address – what to do with titles?
- Small talk – how do I start it and how do I end it?
- Business cards – what are the differences in etiquette between paper and electronic business cards?

How to host

The How to Host section starts with the guest's perspective, but it also outlines the role of the host and covers the many small details that ensure a memorable event. You will find a wealth of information and professional advice that has proven invaluable through many years of international practice.

Content samples:

- You are a guest – how to read an invitation including the small print?
- How punctual is punctual and what are appropriate guest gifts?
- You as a host or organiser – how to make the seating arrangements, or what does a sustainable event look like?

How to dress

This section of the book is intended to provide clarity on matters of dress. It describes specific dress codes for various event categories to eliminate the most common uncertainties. It also lists the main criteria for dressing appropriately in a professional context, which will make it easier to make the right decisions.

Content samples:

- Event Dress Codes: From Casual to White Tie
- The Language of Dress: Dress Codes in Business

The book contains useful additional information:

- Service section with checklists, calculation aids, planning tools
- Historical background and international particularities
- Anecdotes, examples, and practical tips
- Numerous links and useful references

[Sample reading](#)



How to Meet, Host & Dress – Successful and stylish wherever you go

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