



Programme on
**Corporate Etiquette,
Grooming & Social Skills**



Wednesday, June 7, 2017 • 9.30 a.m. to 5.00 p.m.

Venue: Torrent-AMA Management Centre, Core-AMA Management House, AMA Complex, Dr. Vikram Sarabhai Marg, Ahmedabad

Perspective: Most organizations invest a significant amount of time and money perfecting their corporate brand and image. Employees play a big part in how that corporate brand is delivered and defined inside and outside of the company. This workshop will focus on and discuss the finer aspects of Visual Appearance, Verbal and Non-verbal Communication and Business as well as Social Etiquette.

Learning Objectives: After attending this workshop you will be able to:

- Project a consistent image in line with your organization mission
- Enhance your confidence in presenting yourself to others
- Develop good corporate relationships with your customers
- Influence others while communicating and negotiating with them
- Express proper business and social etiquette and build rapport

Content

- Basics of Professional Behavior, Business Greetings & Introductions, Types of Handshakes, Exchange of Business Cards, Importance of Great First Impressions, Art of Small Talk and Polite Conversation; Building Rapport Instantly & Making People Feel Important
- Personal Grooming & Dress Sense, Developing Poise & Projecting Self-confidence, Hygiene – Smells & Odours, Face & Hair Care, Creating the Professional Look – Colours & Fabrics; Accessories - Jewelry & Footwear
- Verbal & Non-Verbal Communication, Use of Power words and Business Vocabulary, Improving Articulation & Diction; Eye contact, Facial Expressions & Gestures; Voice Tone & Modulation; Protocol at Workplace Meetings; Telephone, e-mail and Travel Etiquette
- Dining Etiquette & Table Manners; Table Setting & Cutlery Placement, American vs Continental Styles; RSVP & Seating Arrangements, Wine Glasses & Liquor Wisdom; Toasting Etiquette; How to Order and Eat Various Foods; Tricky Foods to Avoid, Billing & Tipping Guidelines

Methodology : Lectures, Exercises, Case Studies and Audio-Visual Presentations.

Faculty : **Mr. Vincent D'Silva**, Executive Director, Silva Management Services

Vincent has over 25 years of work and consulting experience in reputed organizations in the areas of Strategic Planning, Marketing & Manufacturing.

His courses on Communication Effectiveness, Sales & Service Excellence and Leadership Development have been conducted in India, the Middle East & South-East Asia.

He is an Engineer from VJTI, an MBA from the S. P. Jain Institute of Management, and has been a faculty at several renowned business schools and corporates in India.

Fee : Rs.1500 per participant. Fees include course fee, cost of reading materials, lunch and refreshments. (Concession: 10% for members, 20% for patron members). Cheque should be drawn in favour of "**Ahmedabad Management Association**".

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Registration Form:

Please fill-in and return this form along with participation fee to :

Ahmedabad Management Association, Dr. Vikram Sarabhai Marg, ATIRA Campus, Ahmedabad 380 015.

Phone: 079-26308601-5 • Mob.: 9537407187, 7069940917 • E-mail: ama@amaindia.org • Website: www.amaindia.org

Android Mobile App: AMA-Ahmedabad amaIndia.org.

Name(s)	Designation
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Organisation:	_____
Address:	_____
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