

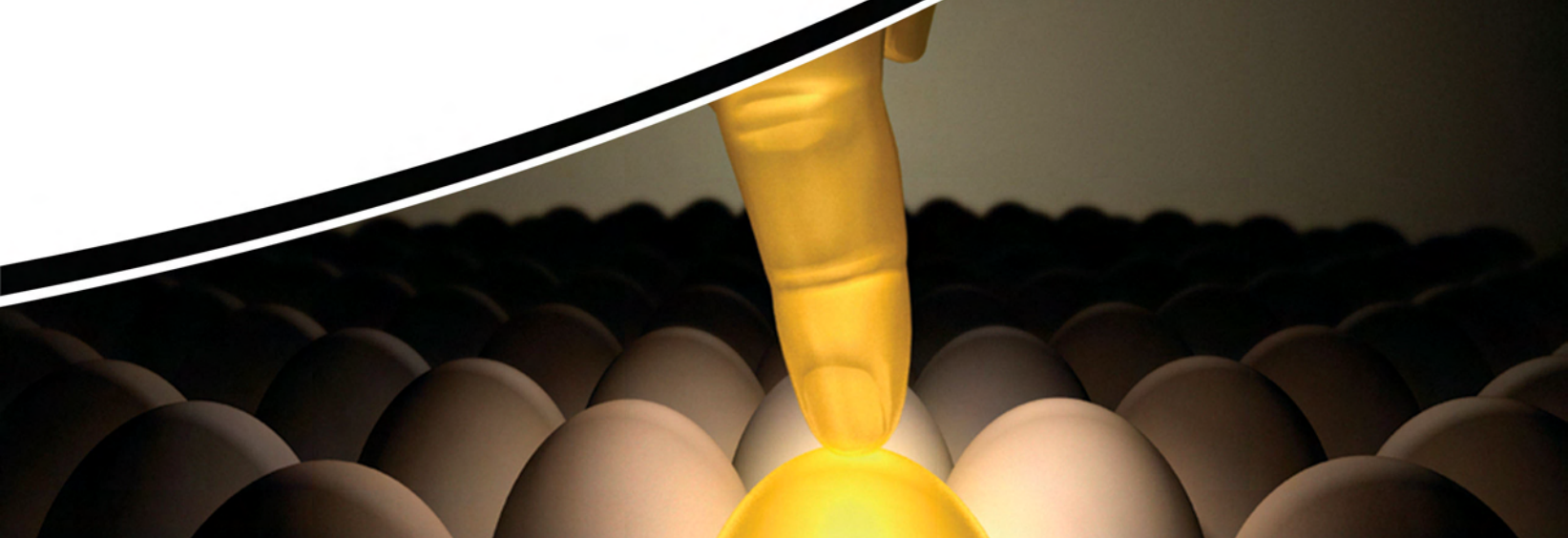


INTERNATIONAL PROTOCOL ACADEMY INC.™

Building Foundations. Fostering Growth.

International Protocol Academy Incorporated™ is a proven partner committed to assisting business organizations, corporations, governments and individuals by bringing innovative skill development to executive teams, employees, expatriates, and individuals who desire to enhance their essential skills for success in a global business environment. The team of experts in our company is skilled with the expertise and the global knowledge necessary to provide cross-cultural communications and intelligence etiquette training to address any diplomatic, social, and official training need.

At International Protocol Academy Inc.™, we create customized training plans designed to blend your existing business intelligence techniques with concrete, step-by-step etiquette practices, resulting in a unique and flexible hands-on educational experience. Our access to global resources, expertise, and training alliances permits our team of experts to efficiently deliver first-rate seminars and individual coaching sessions. The knowledge and experience gained from receiving our training will contribute immensely towards your individual and your employees' professional and personal development and aid in your organization achieving its short- and long-term national and international goals.



➔ CEO Profile

Shirley M. Dawson is the Chairperson and CEO of the International Protocol Academy Incorporated™. Ms. Dawson is a graduate of the Protocol School of Washington® and is a native of North Carolina. Ms. Dawson received practical training from direct interaction with experts in the protocol/hospitality profession such as a former Chief of Protocol at Wright-Patterson Air Force Base, a former Deputy Director of Protocol for the Office of the Secretary of Defense, and from her father, a retired colonel who served as the former Chief of Protocol for Langley Air Force Base. Her social graces, attitude and professional demeanor were well-established at an early age.

Further, Ms. Dawson is an accomplished attorney who has overseen multi-million dollar contracts for major pharmaceutical corporations worldwide. Ms. Dawson was the first female employed by the National Football League's Coaches Association. In addition, she previously served as an advisor for development of community and national events such as the 2000 All-Star Game and the National Kids Day Initiative for Major League Baseball during her tenure with the Atlanta Braves.

As a result of her global interactions with clients and passion for teaching law to national and international students, she started the International Protocol Academy™ to further develop client's diplomatic etiquette in the business environment.

Ms. Dawson is an active member in the American Society for Training and Development (ASTD), Society for Human Resource Management (SHRM), and the American Bar Association.



➔ Curriculum

International Protocol Academy Incorporated™ has developed a solid fundamental core curriculum that will be designed and customized to blend our clients' existing business intelligence techniques with concrete step-by-step etiquette practices. The combination of practical training plans and your established business techniques result in a unique and flexible hands-on educational experience.

➔ You Benefit by Receiving:

- Concrete step-by-step business intelligence etiquette practices that can be implemented and utilized immediately and
- Comprehensive customized training manual to guide you through the scenario-driven in-residence seminar and the continued availability of additional automated training resources and
- Access to an experienced International Protocol Academy™ Team with established training and coaching credentials.



➔ Our Partnership With You:

International Protocol Academy Incorporated™ pledges to provide you with training that meets your personal or corporate goals by listening to your developmental requirements and then developing a training program that addresses those specific needs. We have the expertise and the global knowledge necessary for cross-cultural communications and intelligence etiquette training in a multi-national business environment.

International Protocol Academy Incorporated™ understands the cultural challenges our clients face in a global business and social environment. We are committed to ensuring your success.

➔ **Developmental Seminars We Offer:**

We provide the following seminars for individuals, restaurants, business organizations and companies that desire a higher level of business etiquette intelligence to compete in a competitive national or international economy.

Serve with Distinction™ - An Interactive Two-day Seminar Designed to Orient the New or Existing Front-of-the-House Staff on World-class Serving Techniques

Front-of-the-House service is often the deciding factor when one decides whether to return to a restaurant or go to a competitor's restaurant. As new dining establishments and hotels continue to emerge, providing a world-class, holistic dining and lodging experience is critical to staying competitive. The skills, talents, and diplomacy of your front-of-the-house staff are vital if a business is to maintain a competitive advantage in an ever-changing global marketplace. In this seminar, front-of-the-house employees will learn the following practical techniques:



- World-class Hosting and Serving Techniques
- Setting the Table
- Seating Guests
- International Serving Protocol
- Inspecting the Dining Room
- Folding Napkins
- General Rules for Table Service
- American, English, French and Russian Service and much more

Outclass the Competition - A Dynamic One-day Seminar with a Focus on Protocol and Etiquette Intelligence

Individuals and companies need to distinguish themselves from the competition. In this comprehensive interactive seminar, our clients learn to blend skills acquired from “Dining With Distinction Like a Diplomat” and “How to Succeed in the International Arena” training. You will learn about and immediately be able to put into action the following:

- How to Distinguish Yourself from the Competition
- Handshaking – The Ultimate Greeting
- Eye Signals
- Effective Business Meal Tactics
- Silverware Savvy
- Styles of Eating – American and Continental
- How to Make an Entrance and Work the Room
- Introducing Yourself and Others
- How to Improve Your Mingling Proficiency
- Host and Guest Duties
- The Silent Service Code and much more

Communicating the Proper Attitude Etiquette™ - A Practical One-day Seminar with a Focus on Communication, Attitude and Emotional Etiquette Awareness

In a survey conducted by Inscape Publishing, nearly 60 percent of company respondents rank employee attitude as the #1 priority to promote motivation, communication, and commitment within their companies. Coping with the continuous challenges of the global marketplace has left many people confused and fearful. As attitudes deteriorate, so do levels of commitment and performance.

International Protocol Academy Incorporated™ has teamed up with Adventures in Attitudes® to help individuals understand that they can choose how to perceive and respond to personal and corporate worldwide events. In this seminar, you will learn about and immediately be able to put into action the following:

- Communication – Communication Skills
- Attitude Awareness – Understanding Yourself
- Self-confidence – Managing Yourself
- Communication – Problems of Communication
- Attitude Awareness – Removing Personal Roadblocks
- Self-confidence – Managing Your Emotions

Dine With Distinction Like a Diplomat - A Dynamic Seminar and Dining Tutorial (4 hours)

In an ever-changing global economy, individuals and companies' employees need to distinguish themselves from the competition. Remember, business negotiations and the interview process do not end when you leave the office. Significant company business and individual career decisions are sometimes made in informal settings as an extension of the formal decision-making process. Business dining allows future employers, alliances, and partners to gauge a prospect's soft skills or business intelligence etiquette by observing an individual's conduct in an informal environment. Learning the appropriate way to fold a napkin, respond to questions, place and use eating utensils allows you to focus on the primary intent of the after-hours meeting - to garner a positive business decision. In this seminar, our clients learn the following practical and immediately applicable techniques:

- Business Entertaining
- 4- and 6-Course Meal Place Settings
- Napkin Placement
- Silverware Savvy
- Host and Guest Duties
- Seating Guidelines
- Toasting
- Styles of Eating: American or Continental and much more

How to Succeed in the International Arena - A Dynamic Seminar to Compete in the Global Economy (4 hours)

Whether competing for employment or positioning a company in the international marketplace, appropriate protocol and personal diplomacy can tip the scales in your favor. In this seminar, you will learn about:

- Importance of First Impressions
- Business Card Protocol
- Forms of Address
- World Class Handshakes
- Rank and Status Awareness
- Business Introductions
- Eye Signals and Eye Contact
- High and Low Context Cultures and much more

➔ Developmental Coaching

We provide customized, personal coaching to individuals, business organizations, companies, expatriate prospects, athletes and government officials who desire an even higher level of attention to business etiquette intelligence to excel in a competitive national or international economy.

➔ Culture Briefings

Understanding the culture, customs and traditions of the international guests you are hosting or country you are visiting is an essential skill. A culture briefing before hosting international guests or traveling abroad arms you with the knowledge you'll need to conduct business comfortably and masterfully. International Protocol Academy Incorporated™ can tell you how to host, converse, negotiate, dress, dine and socialize when hosting international guests or conducting business in a foreign country, in addition to other vital social nuances and traditions. We also provide security tips for travelers such as leaving the bathroom and inside doors to your hotel room open which makes it difficult for intruders to hide behind them. Our customized culture briefings can be given live or via the telephone.

➔ Contact Us

For more information about our customized developmental seminars, coaching or culture briefings, contact us at:

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