

2-day Seminar in December 2014

Executive Etiquette Excellence!

A 2-day high powered, intensive "boot camp style" seminar for pharmaceutical professionals who want to be "in-the-know" about *International Business Protocol and Social Etiquette*

In today's increasingly global economy, it takes more than a Ph.D. and a dress for success wardrobe to become a world-class business professional. People all over the world are rushing to acquire this new form of old-fashioned sophistication and polish that is the fast track to success.

This 2-day high powered, intensive "boot camp style" seminar, from Pharma China Training Institute and by Syndi Seid, the world's leading authority on business protocol and social etiquette, is especially tailored for pharmaceutical professionals. The unique learning experience will change your life forever in how you think and handle situations professionally and personally. In the end you will leave empowered with new skills and habits never presented in any other seminar you've ever attended. You will realize how these skills are the distinguishing hallmarks of every truly successful executive and business professional.

Remember:

"We are what we repeated do; Excellence, then, is not an Act, but a habit!" Aristotle.

Seminar includes:

- Pre-session material and questionnaire to maximize the overall learning experience.
- 16 hours of expert led instruction by international etiquette expert Syndi Seid.
- A comprehensive 100-page Action Guide which is practically a transcript of everything discussed for home review.
- Computer generated visuals, videos, and interactive exercises to enhance and reinforce learning.
- Appropriate morning and afternoon breaks, plus two tutorial lunches to master your dining skills through a business lunch and formal 9-course European style dinner, for both a host and guest.
- A personalized Certificate of Completion as evidence of your attendance at this life changing seminar.

Plus, lots of fun bonuses and giveaways throughout the seminar.

What you will learn:

DAY ONE (December 5, 2014 * Shanghai, China or December 8, 2014 * Beijing, China)

Morning (8.30 – 11.00):

The seminar begins with:

- **"What's your EIQ?... your Etiquette Intelligence Quotient!"** A fun self-monitored, multiple-choice quiz to gauge your knowledge base of etiquette at the beginning and again at the end to be proud of what you've learned in two days.
- **Introduction to What is protocol; etiquette; manners; and civility? Who cares? Why use it? as the framework for all we'll be discussing.**
- **International Business Communication Skills** is a new slant on time-honored business protocols when giving that great first impression, including:
 - What does it truly mean and how to give a great first impression at any business and social situation?
 - International business card savvy.
 - Understanding rank and status and forms of address.
 - Giving proper introductions and their responses.
 - Global handshaking techniques and eye contact customs.
 - Rising to every occasion... and much more.

Through Lunch (11.00 – 13.30):

- **Finessing the Business Meal.** This is generally the highlight of our seminars, where through a fun 3-course tutorial meal, participants master all the ins and outs to business dining from start to finish, including:
 - Host duties and guest responsibilities.
 - Proper place settings as a road map to your dining.
 - When and how to be seated and place a napkin on your lap, and when to begin eating.
 - Napkins from beginning, middle and end of a meal.
 - The History of American vs. European/Global styles of eating.
 - Proper flatware usage.
 - Appropriate conversation skills.
 - Strategic do's and don'ts an often-made mistakes and protocol and etiquette.
 - Plus tons of table manners throughout, lots of strategic do's and don'ts in protocol and etiquette while dining.

Afternoon (13.30 – 17.00):

- **Understanding your BATs (Beliefs, Attitudes, Training) as the positive or negative influences to your success**
- **Professional Presence and Image.**
 - Understanding the Seven Aspects of Image and how Image Builds Business® in the areas of: Color, Wardrobe Strategies; Grooming principles; Communications (verbal and non-verbal); Protocol and etiquette; Image objects; Inner Image.
 - What's the difference between presence and image and how are you being perceived?
 - Professional wardrobe strategies and guidelines.
 - Hidden meanings behind clothes.
 - Professional presence; Posture; Poise; Respect.
 - What is Business Casual anyway?
 - Adhering to investment dressing.
 - Business wardrobes for all occasions.
 - Overseas travel, wardrobe tips, and packing guidelines.

DAY TWO (December 6, 2014 * Shanghai, China or December 9, 2014 * Beijing, China)

Morning (8.30 – 11.00):

8 Tips to each... **Email, Telephone and other electronic devices; Writing etiquette, and 8x3 Tips to Meeting Success** gets you prepared before, during, and after a meeting, from both a participant and facilitator's perspectives.

Lunch (11.00 – 13.30):

Successful Entertaining and Formal Dining is an extension of the first day's instruction to "Dine Like a Diplomat®."

- Proper formal, informal and oral invitations and their proper responses.
- Never be a no-show or uninvited guest to an event.
- Seating arrangements... diplomatic, formal, informal ... the key to success!
- Place cards are great!
- Receiving line guidelines.
- Eating various hard to eat foods.
- Service tips ... how to instruct waiters/servers.
- Ordering and enjoying wine tips and other cocktail beverages.
- Advanced host duties and guest & guest of honor responsibilities.
- Strategic do's and don'ts.

The lunch service will navigate a 9-course European formal dinner from start to finish. Be sure to bring your questions to make this a most meaningful session.

Afternoon (13.30 – 17.00):

Wrapping up the two days...

- **Cross-Cultural Sensitivity** is no longer an option, but a requirement to succeed in the global economy and to become a true 24/7 professional.
- **Using The Sandwich Technique** as a way of life
- **Displaying workplace civility** is all about achieving a harmonious, happy, and productive work environment where all workers get along...
 - Team dynamics: Working as a T.E.A.M.! "Together Everyone Achieves More!"
 - Developing a high-performance team.
 - Understanding the true meaning of being a 10.
- **Becoming the 24/7 professional:** Are you ever off duty?
- **Repeat of Fun Quiz...** Everyone always passes with flying colors!
- **Final Q&A on everything and anything...**
- **Mementos, Presentation of Certificates**

Farewell... until another time!

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AFTER CLASS NETWORKING (optional): We invite everyone to join Syndi in the lounge for an informal, one hour, no-host gathering.

***SPECIAL REQUEST:** As much as etiquette skills are universal and applicable to any and all situations, Syndi understands the importance of using relevant and specific examples of daily situations in your particular industry is important to aid in the learning process.

To this end, Syndi would like to interview several participants before the seminar to gain a better understanding of what pharmaceutical professionals encounter in their daily work so we will have relevant case studies (anonymously shared, of course) in class. If you would like to volunteer to be interviewed, please send Syndi an email to her special email of SyndiInChina@AdvancedEtiquette.com, Subject: December Interview volunteer. Your participation will be invaluable! For your time a special etiquette gift will be waiting for you at the seminar. Thank you!

Syndi Seid Biography



Syndi Seid is a recognized world's leading authority on business protocol and social etiquette and has appeared on ABC's *Good Morning America*, CBS' *Eye on America*, Fox's *Trading Spouses*, HGTV's *Party At Home*, and Discovery Channel's *Picture This*.

Major companies including Hewlett-Packard Worldwide, Sprint International, Ernst & Young, Hilton and Marriott Hotels, and the Miss Universe Pageant trust her to train their employees to avoid social *faux pas* that could lead to major business and political blunders.

As founder of Advanced Etiquette – with offices in China and India – Syndi travels the world to train senior executives, business professionals and main-line employees to overcome fears and insecurities to gain poise, confidence, and authority in all business and social situations, anywhere in the world.

Syndi is the Etiquette Expert for Staples.com and has appeared in numerous media outlets, including USA Today and China Daily. She has authored three books with the second being a #1 best seller on Amazon.com. Each month, over 8,000 subscribers world-wide receive her "Etiquette Tip of the Month" e-newsletter, filled with useful information for every aspect of life.

As the first Asian graduate of both the equivalent Harvard and Stanford schools of etiquette, The Protocol School of Washington, in D.C. and Emily Post Institute, Syndi earned their highest levels of certifications, including being a Certified International Protocol Officer, Level 1. Syndi lives in the San Francisco, California Bay Area in the United States, with her husband Ron Hildebrand.



REGISTRATION FORM

Please return this form:

By email: dxue@pharmaguys.com or jwang.wicon@gmail.com

By fax: +86 10 5885 7333 ext 0260 or +86 10 84476110 (Jenny Wang)

I wish to register for:

- Executive Etiquette Excellence Seminar by Syndi Seid**
Dates: 5-6 December 2014 Investment: CNY 19,800
Place: TBD, Shanghai, China
- Executive Etiquette Excellence Seminar by Syndi Seid**
Dates: 8-9 December 2014 Investment: CNY 19,800
Place: TBD, Beijing, China

Registration Details:

Name: Job Title:
Company:
Address:
Telephone: Fax:
Email:
Authorized signature: Date:

Discount Polices:

- 10% for early bird before 15 November, 2014 10% a group of 3 and over
 10% for Pharma China subscribers

Payment & Invoicing:

开户行 (Bank): 北京银行红星支行 账号 (Account No): 010903304001201090744-98

帐户名 (Account Holder): 北京富马杰士信息咨询有限公司 (人民币帐户 - CNY Only)

If you need the official receipt to be sent via courier, please type or print the official title of the company, mailing address, addressee in Chinese.

发票抬头: 快递地址及收件人:

If you are based outside China, please pay by credit card or contact us for other options.

Please charge: Visa Mastercard Amex Discover for US\$ _____

Card # _____ Cardholder name _____

Cardholder Signature _____ Expiration Date _____

Card Code (the last 3 or 4 digit number at the back of card on signature line) _____

Cardholder's full billing address _____

Cancellation Polices:

Return of this form by email or fax is considered to be registered officially and liable to the following cancellation policy:

- More than 4 weeks, 100% of the fee is refunded
- 2-4 weeks, 75% of the fee is refunded
- Less than 2 weeks, replacements or program transfer only

We will confirm the course opening two weeks in advance of original schedule and reserve the right to cancel or postpone the course should there be insufficient participants.