

# *Etiquette Consulting Inc.*



## **Jules Hirst Etiquette Consulting Inc. Media Kit**

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“You have less than 30 seconds to make a first impression... What does yours say about you?”

~ Jules Hirst

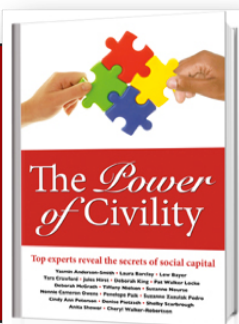


**Jules Hirst** is a highly sought-after business etiquette expert, co-author of *The Power of Civility* and founder of Etiquette Consulting, Inc.

Dedicated to empowering individuals and groups with confidence and essential social grace, she conducts lectures, workshops, seminars and webinars for business professionals, college students and the youth.

She works with large corporations such as Northrop Grumman and the Girl Scouts of America and numerous schools and universities including UCLA, USC and Mount St. Mary's.

Regarded as a foremost authority in business etiquette, Jules has been interviewed by and quoted in a variety of media outlets including *NBC Nightly News* with Brian Williams, *ABC World News* with Diane Sawyer, *KNBC AM 1070*, *Yahoo! Shine*, the *San Diego Tribune*, *Bravo T.V.*, *The Smart Show* and *Tech Goes Strong*.



## Co-Authored *The Power of Civility*

*The Power of Civility* is packed with thought-provoking perspectives on what civility really means, as well as practical solutions for incorporating civility best practices into your work and life. In this comprehensive book, eighteen top civility and etiquette professionals go beyond the typical “please and thank you” conversations about civility and challenge you to think about your personal standards, accountability, values, and what it means to be committed to choosing civility, whether at home, at work, in your community, or in public at home and abroad.

This book provides the tools you need to boost your social intelligence and build your cultural competence, giving you the confidence and poise to go anywhere and be welcomed as a caring and considerate citizen of the world. Discover the power of civility!

Jules' chapter.... *Building an Exceptional Professional Image*  
Six Keys to Success



# Media

## Online

- Yahoo Shine.....Business Cards – A Lasting Impression
- Union Tribune San Diego.....Will You Put That Thing Down: Blackberry Etiquette
- My Tidewater Moms.....School Fundraisers and Etiquette
- My Tidewater Moms.....Minding Your Halloween Manners
- My Tidewater Moms.....Realms of the Rude: Teaching Manners to Kids During the Holidays
- Post-Gazette.com.....All About Announcing

## Television

- ABC World News.....Cell Phone Etiquette
- NBC Nightly News..... Business Casual in the Workplace
- Bravo T.V. ....Dining & Networking Etiquette

## Web

- The Smart Show.....Business Etiquette: Tipping While Traveling

## Radio

- KNX 1070
- Marketplace PR

# Speaking Topics

## Corporate Etiquette

### Business Etiquette: Tips to help you Ace your first impression

When trying to land the job of your dreams or seal the big deal, impressions count. Making that impression a positive one is where business etiquette plays a major role. As business evolves, client interaction can occur many different ways. From the high tech forms of an e-mail or a video conference to the old fashioned telephone call or boardroom meeting, you will be instructed on the proper way to present yourself.

#### Topics Include:

*First Impressions*  
*Introductions*  
*Communication Skills*  
*Eye Contact*  
*Cell Phone Etiquette*

*Perfecting Networking*  
*Thank You Notes*  
*Meeting Protocol*  
*Workplace Politics*  
*And more.....*

### Business Entertaining: Perfect Deals over Meals

In the world of business it is common to conduct interviews and/or meetings in a professional dining setting. The way you present yourself can either make or break the deal. Empower yourself with the confidence to land the "perfect deals over meals."

#### Topics Include:

*Host Duties*  
*Guest Duties*  
*Napkin Etiquette*  
*Seating Charts*  
*Wine Etiquette*

*The Dining Experience: Tools of the Table*  
*Tipping Etiquette*  
*American vs. Continental Styles of Dining*  
*When to Talk Business*  
*And more.....*

# Speaking Topics

## University/College Etiquette

In today's demanding and competitive job market, having a degree is only the first step to a successful career. Research done at Harvard University, the Carnegie Foundation and Stanford research center have all concluded that "85% of job success comes from having well-developed soft skills and people skills - only 15% from technical skills and knowledge." These soft skills are not generally a part of a post-secondary education curriculum.

Etiquette Consulting, Inc. provides you with the knowledge you need to master these skills.

### Business Etiquette: From the classroom to the boardroom

#### Topics Include:

*First Impressions*  
*Introductions*  
*Communication Skills*  
*Eye Contact*  
*Cell Phone Etiquette*

*Perfecting Networking*  
*Thank You Notes*  
*Meeting Protocol*  
*Workplace Politics*  
*And more...*

### Dining Etiquette: Face that business meal with confidence

#### Topics Include:

*Host Duties*  
*Guest Duties*  
*Napkin Etiquette*  
*Seating Charts*  
*Wine Etiquette*

*The Dining Experience: Tools of the Table*  
*Tipping Etiquette*  
*American vs. Continental Styles of Dining*  
*When to Talk Business*  
*And more.....*

# Speaking Topics

## Youth, Tweens, Teens & the Family

### Dining and Social Etiquette: Modern Day Charm School

#### Topics Include:

*Manners at home*  
*Introductions & handshakes*  
*Etiquette for public places*  
*Please, Thank You & Excuse Me*  
*Appropriate table conversation*  
*Utensil placements*  
*Holding and using utensils*  
*Table manners*

*Napkin use*  
*Thank you notes*  
*American vs. Continental Styles*  
*Dining Do's and Don'ts*  
*Telephone skills*  
*Netiquette*  
*Social networking*  
*And more.....*

### Dining and Social Etiquette: Family Style

You want your children to have great dining manners and social skills, but as parents our children learn from us, are your manners up to par? In this workshop we begin with the parents. We will focus on the principles for teaching their children to use proper etiquette in all social situations. Then we bring in the family and continue with basic social and dining etiquette.

#### Topics Include:

*Developing Proper Table Manners*  
*Introductions & Handshakes*  
*Proper Body Language*  
*Attire & Appearance*  
*How We Affect Others Around Us*  
*Manners at Home*  
*Introductions & Handshakes*

*Etiquette for Public Places*  
*Please, Thank You & Excuse Me*  
*Table Manners*  
*Napkin Use*  
*Thank You Notes*  
*American vs. Continental Styles*  
*Dining Do's and Don't*