

The
English
Manner

BEAUMONT
ETIQUETTE

Train the Trainer Program

ONLINE TRAINING

The
English
Manner

BEAUMONT
ETIQUETTE

The English Manner and
Beaumont Etiquette have unrivalled
global reputations for their extensive
etiquette and protocol training.

Based in London and New York they provide the
most thorough training in their field, maintaining
traditional standards while reflecting modern,
cross-cultural themes.



Etiquette is not just a set of rules to be learned. It is a state of being that, when taught correctly, can add immeasurable value to people's lives.

Since The English Manner's foundation nearly twenty-five years ago, we have set the gold standard for etiquette training and are noted for our vast knowledge and attention to detail.

Beaumont Etiquette is the premier etiquette consultancy in New York, and the leading program in America.

Our collaboration brings together world-class trainers.

Our online Train the Trainer program, which is regularly revised and expanded, allows candidates to gain a strong insight into the intricate but highly entertaining and rewarding world of etiquette and protocol.

We look forward to seeing you online.



WILLIAM HANSON
EXECUTIVE DIRECTOR
The English Manner

@williamhanson

MYKA MEIER
FOUNDER AND DIRECTOR
Beaumont Etiquette

@mykameier



About The English Manner

The United Kingdom's leading etiquette and protocol institute offers training sessions, courses, seminars and presentations across the world, and works with royal and diplomatic households, leading businesses, universities and individual clients.

The English Manner was founded in 2001 by Alexandra Messervy FRSA, formerly of the Royal Household of Her Majesty Queen Elizabeth II.

Alexandra worked in the Master of the Household's department and helped plan many high profile royal events, including state visits, overseas tours, weddings and christenings. She later went on to consult for the Lucie Clayton College, which later became part of The English Manner.

Our accredited etiquette and protocol courses are extensive, bringing contemporary relevance to a world of traditional values.

Our individual and group training sessions are carefully designed to develop your confidence as you approach a range of social and professional situations.

Whether you are a deputy-CEO wishing to add unparalleled social skills to gain a competitive edge and a sought-after promotion in the workplace, a corporate partner aiming to up their game when it comes to cross-cultural entertaining, or an individual wishing to improve their confidence, knowledge and skills in social settings, our pool of highly knowledgeable, expert tutors will assist.

The English Manner is accredited with the CPD Standards Office as a Provider of Training Excellence, as well as being a member of the Forbes Business Council.



About Beaumont Etiquette

America's premier etiquette provider offers businesses and individuals inspiring and contemporary courses in American, British and Continental European etiquette.

Our modern, exciting and interactive Programs are designed to meet the etiquette needs of today's society.

With offices in both New York and California, Beaumont Etiquette's trainers educate consumers and companies in the expansive world of dining, social graces and corporate protocol. In keeping with respected traditions created centuries ago, Beaumont Etiquette adds a modern spin, with an empowering and unstuffy manner, to instill confidence and break down cultural barriers.

From dining etiquette to social polishing, business protocol to cross-cultural training, Beaumont Etiquette has a course for every need.

We are the official etiquette partner of The Plaza Hotel, having launched The Plaza Finishing Program for adults, teenagers and children in 2016.

In 2018 Beaumont Etiquette was named the official etiquette partner of Downton Abbey: The Exhibition in the United States.

Both The English Manner and Beaumont Etiquette are proud to be members of:

LEADING
PROTOCOL & ETIQUETTE

SCHOOLS OF THE WORLD



Our comprehensive and accredited online Train the Trainer Program enables you to train others in the fields of etiquette and protocol, expanding your knowledge from the comfort of your own home and in your own time.

The e-learning program has been carefully designed to provide you with the skills for transformational teaching of your clients anywhere in the world, to build your own commercially successful business platforms, or to expand and enhance your own knowledge of etiquette and protocol for social and professional gain.

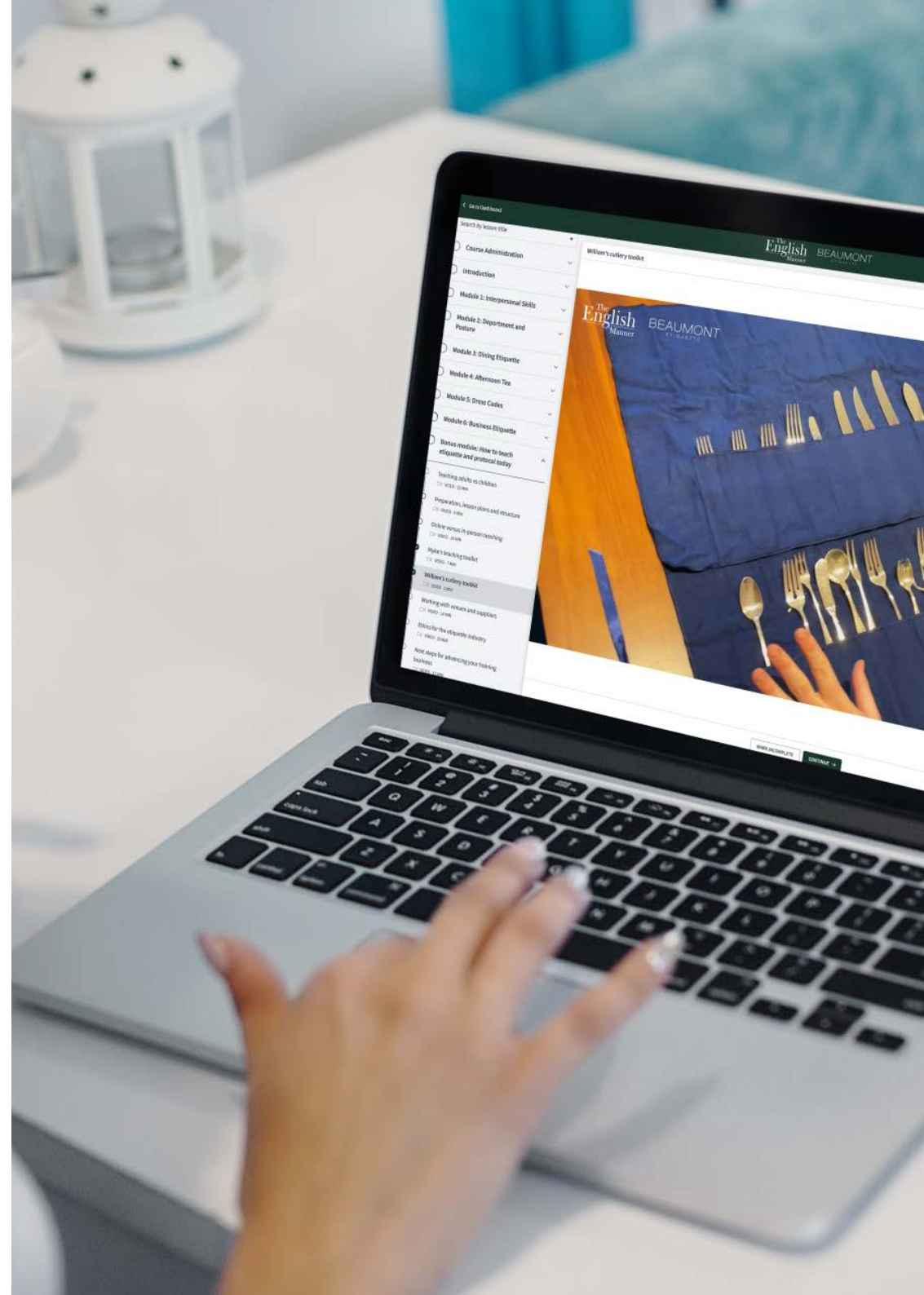
The program contains key topics of British and Western social and business etiquette.

Candidates accepted on our online Train the Trainer Program will receive:

- comprehensive online training written and curated by our expert tutors;
- new modules delivered monthly to your email;
- teaching notes and coaching suggestions;
- regular live group catch-up webinars.

Why choose our online Train the Trainer Program?

- Content is taught using a range of teaching methods, including video tutorials, audio lessons, PDFs, quizzes, essays and more.
- The program authors are renowned experts in their fields and, with experience of teaching clients all over the world, they have an enhanced understanding of cross-cultural training needs and their subject areas.
- The program is accredited with the Institute of Leadership.

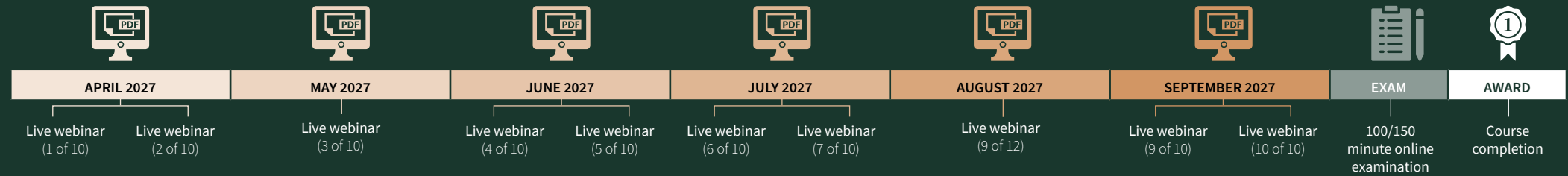


The program

Grade One (Online) Duration: 6 months

All learning delivered via the online classroom over six months

(April - September 2027)



The programs

Attainment: Grade One

Duration: 6 months

Grade One focuses on the core subjects of etiquette and protocol.

At the end of the six months, candidates are sent the online examination.

The six modules are explored further using reading materials, worksheets, videos, audio lessons, one-to-one mentoring and other learning tools.

Standard pass: 75%; Merit: 85%; Distinction: 95%.

Attainment: Grade Two

Duration: A further 6 months

For those who wish to further develop their understanding of the subjects, the second grade sees the exploration of more advanced areas of etiquette and protocol.

At the end of the six months, candidates are sent the online examination.

The five modules are explored using reading materials, worksheets, videos, audio lessons, one-to-one mentoring sessions and other online learning tools.

Standard pass: 75%; Merit: 85%; Distinction: 95%.

The programs

| | GRADE ONE (Online) | GRADE TWO (Online) |
|--|-----------------------|-----------------------|
| Module 1: Interpersonal skills | ✓ | - |
| Module 2: Deportment and posture | ✓ | - |
| Module 3: Dining etiquette | ✓ | - |
| Module 4: Afternoon tea | ✓ | - |
| Module 5: Dress codes | ✓ | - |
| Module 6: Business protocol | ✓ | - |
| Module 7: Correspondence & correct form | - | ✓ |
| Module 8: Entertaining | - | ✓ |
| Module 9: Service skills | - | ✓ |
| Module 10: Body language | - | ✓ |
| Module 11: International Protocol | - | ✓ |
| Training manual | ✓ | Printable PDFs |
| Bonus modules ¹ | ✓ | ✓ |
| Online examination ² | 100 minutes | 140 minutes |
| Certificate of completion ³ | Digital | Digital |
| Live group catch-up webinars | 10 | - |
| One-to-one private mentoring sessions | Additional investment | Additional investment |
| Membership of the Institute of Leadership | Additional investment | - |
| Digital badge for marketing materials ⁴ | - | ✓ |

¹ The content in these modules are not part of the examination.

² Extra time is given for those who speak English as an additional language.

³ Subject to standard pass mark.

⁴ Small renewal fee due after two years.



Online classroom

Discover the rules, history and methods of etiquette and protocol, as well as advice on how to teach certain topics, in our interactive online classroom. Each distinct module is taught using a variety of teaching methods, including downloadable PDFs, audio lessons, videos and quizzes.

Candidates have access to the online classroom for an extra month after the course ends.



DOWNLOADABLE PDFS



AUDIO LESSONS



VIDEOS



QUIZZES



Grade One

Online only syllabus



MODULE 1: INTERPERSONAL SKILLS

| ONLINE CLASSROOM | |
|--|-------------------------------------|
| First impressions | Good and bad examples of handshakes |
| The perfect handshake | Social kissing in the workplace |
| Cultural differences in greetings | Use of first names and nicknames |
| Introducing yourself | Eye contact |
| Introducing other people with correct precedence and respect | Giving and receiving compliments |
| When to make an introduction | Bystanders and strangers |
| Social kissing, hugging and showing affection | Remembering and forgetting names |
| Small talk and conversation | Touchless greetings |
| Moving into a group | |
| Breaking away and moving on | |
| Assisting with coats | |

MODULE 2: DEPORTMENT AND POSTURE

| ONLINE CLASSROOM | |
|-----------------------------|---|
| Sitting positions | What is deportment? |
| Walking with poise | Standing tall |
| Getting in and out of a car | Escalators, elevators, revolving doors and staircases |
| Entering and leaving a room | Posture for dining |
| Chin postions | |

Grade One syllabus

MODULE 3: DINING ETIQUETTE

ONLINE CLASSROOM

| | |
|--|--|
| Navigating the place setting | Crockery and china |
| Setting the table | Silverware and cutlery |
| British table settings | Glassware |
| European table settings | Linens |
| American table settings | Placemats and tablecloths |
| Eastern table settings | Finger bowls |
| How to hold cutlery and glassware | The silent service code around the world |
| Toasts, speeches and saying grace | British and American mealtimes (formal and informal) |
| The silent service code | Wine pairing |
| Service of coffee and liqueurs | Centerpieces |
| The rhythm of dining | After dinner drinks |
| Placement of hands and elbows at table | Cigars, cigarettes, vaping and more |
| Unfamiliar and inedible cuisine | Passing and offering food |
| Chopsticks | Condiments and sauces |
| Technology at the table | Breakfast table settings |

MODULE 4: AFTERNOON TEA

ONLINE CLASSROOM

| | |
|--|---|
| The history of afternoon tea | The rise of the Victorian tearoom |
| How to brew, steep and serve tea | How tea is served at Buckingham Palace |
| Milk in first or last? | Black, red, green, white teas and infusions |
| Lemon, sugar and other accompaniments | Silver vs porcelain teapots |
| How to hold a teacup and saucer | Loose leaf vs tea bags |
| Correct stirring theory | Tea in a hotel vs private house |
| Table settings for tea | History of the scone |
| How to eat finger sandwiches and savouries | Polite tea talk |
| Preparing and layering the scone | |
| Pastry protocol | |

Grade One syllabus

MODULE 5: DRESS CODES

ONLINE CLASSROOM

| | |
|---|--|
| Evening dress (white tie) | British, European and American dress terminology |
| Dinner jackets (black tie) | Orders and decorations |
| Morning dress | Masked balls |
| Lounge suits | Town vs country |
| Smart and business casual | Ties, scarves and further accessories |
| Come as you are | Highland dress |
| Gloves, sunglasses, umbrellas and jewellery | Middle Eastern dress |

MODULE 6: BUSINESS ETIQUETTE

ONLINE CLASSROOM

| | |
|--|------------------------------------|
| Introducing clients, colleagues and VIPs | Mobile and technology manners |
| Networking events | Welcoming office visitors |
| Hosting clients in a restaurant | Video conferencing |
| Airport arrivals and welcomes | Business travel |
| Business cards | Job interviews and review meetings |
| Email etiquette | Business ethics |
| Corporate structures (UK and USA) | Working from home |

BONUS MODULE: HOW TO TEACH ETIQUETTE AND PROTOCOL TODAY

ONLINE CLASSROOM

| | |
|-----------------------------------|---|
| Teaching styles and methods | Teacher's toolkit |
| Teaching adults vs children | Powerpoint presentation template |
| Preparation and lesson plans | Next steps for advancing your training business |
| Lesson structure | Adapting etiquette to modern life |
| Online versus in-person training | |
| Working with venues and suppliers | |

Alumni platform

After graduation, and at no additional investment, candidates join our online alumni platform, where past students of all our Train the Trainer program can discuss a range of topics, as well as access to exclusive in-person and online events and workshops in London and New York City.

Pictured (right): An introduction to butler skills tutorial in London, January 2025.



Training Manual

With over 250 colour illustrations and photographs, this 268-page hard-backed manual is the definitive resource for trainers teaching Western and international etiquette. Exclusively available to students of our course.



Live catch-up webinars

For Grade One we offer a series of live catch-up webinars, where candidates can come together with their tutors and fellow students to discuss each module and brainstorm business and marketing ideas. Replays are made available for those who can't attend.



GRADE ONE (ONLINE)
10 webinars



Grade Two syllabus

Candidates who successfully complete Grade One may enrol in Grade Two. This second program consists of five modules, again delivered exclusively through the online classroom. Due to the nature of advertising and marketing topics covered in Grade Two, only candidates that are located outside of Greater London or New York City may apply.



MODULE 7: CORRESPONDENCE AND CORRECT FORM

ONLINE CLASSROOM

Letter styles, blocking and formats

The correct way to fold a letter

Salutations and sign offs

Titles: social and professional

Thank-you letters

Writing paper and correspondence cards

Post-nominals

Envelopes (social and business)

Addressing royalty

American Executive and Legislature forms of address

Diplomatic forms of address

Business stationery

Name badges and place cards

Greetings cards

Letters of condolence

Pronoun etiquette

MODULE 8: ENTERTAINING SKILLS

ONLINE CLASSROOM

Invitation formatting

Sending invitations

Replying to invitations: formal and informal

Seating plans and options

Dietary requirements

The role of the host

The role of the guest

Arrival, procedure, departure

Hostess gifts

The different types of party

Menu planning and composition

Wine and Champagne service and storage

Returning hospitality

Complaining

Tipping

Entertaining royalty

Grade Two syllabus

MODULE 9: SERVICE SKILLS

ONLINE CLASSROOM

Butler service

Silver service

Plated service

Family-style service

Buffet service

Host service

Service à la Russe and à la Française

Afternoon tea service

Service au guéridon and trolley service

Cultural differences in service

Duplicate and triplicate service

Cigarettes and ashtrays

MODULE 10: BODY LANGUAGE

ONLINE CLASSROOM

Hand gestures

Smiles and laughter

Arm signals

Hand and thumb gestures

Eye signals

Evaluation and deceit signals

Personal space and territories

Leg positions and signals

Body positioning

Ownership and territory signals

Body language of seating arrangements

Job interviews and appraisals

Cultural differences in body language

The most common daily gestures

Mirroring

The secret signals of glasses and makeup

Power plays and office politics

Charisma

Grade Two syllabus

MODULE 11: INTERNATIONAL PROTOCOL

ONLINE CLASSROOM

The history of protocol and its context

Protocol vs etiquette

The method of protocol:

Precedence

Flags and anthems

Gift exchanges

Receiving lines

Processions

Seating: conferences, dinners, photographs, press conferences, vehicles

Wreath laying

Gun salutes

Cultural differences in protocol

Ceremonies and their components

The role of the protocol officer

Protocol in action:

Presentation of credentials

BONUS MODULE: STARTING YOUR OWN ETIQUETTE BUSINESS

ONLINE CLASSROOM

In their own words: Myka Meier and William Hanson

Branding and logos

What's in a name?

Knowing your target market

Marketing and PR

Client proposals and pitches

Client enrolment and registration

Terms, conditions and regional regulations

Module 11 is delivered in partnership with [Protocolbureau](#).

Program Author and Tutor

Myka Meier

Myka Meier is the Founder and Director of Beaumont Etiquette and the Co-Founder of The Plaza Hotel Finishing Program. An author of two best-selling books (*Modern Etiquette Made Easy* and *Business Etiquette Made Easy*), Myka specialises in teaching business, social and dining etiquette to adults, teenagers and children.

A dual American and British citizen, Myka studied at traditional etiquette schools in Switzerland and the United Kingdom, and has been formally trained in Continental European, British and American etiquette.

Myka co-founded The Plaza Hotel Finishing Program with Beaumont Etiquette in 2016, and in

2018 was named the official etiquette partner for Downton Abbey: The Exhibition in the United States.

Myka is an avid volunteer for charities which promote confidence and teach both social and professional skills in underprivileged communities.

Myka has been featured as a regular etiquette contributor on NBC's *The Today Show* and has been featured across global media including *Vogue*, *TIME*, ABC's *Good Morning America*, *People* magazine, *The Times* (London).

 [@mykameier](https://www.instagram.com/mykameier)

Myka in print...





Program Author and Tutor

William Hanson ^{FRSA}

William is widely regarded as the UK's most trusted authority on etiquette and civility. His youth and old-fashioned values make him the arbiter of modern manners.

Based in central London, William teaches in the UK and all over the world, including in Europe, America, China, south-east Asia and GCC countries.

He is a trusted advisor to many private households, embassies and high commissions, businesses, cultural organisations and schools alike.

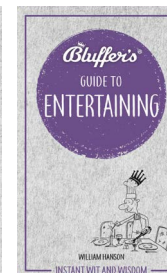
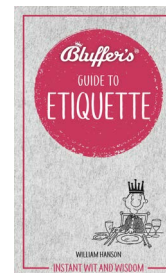
William is a Sunday Times bestselling author and has written the irreverent and indispensable manual of modern-day social British manners, *Just Good Manners*. He is also the co-author of *Protocol to Manage Relationships Today*, published in 2020 by Amsterdam University Press.

A regular contributor to global media as an etiquette expert and social commentator, William believes good manners and etiquette are based on common sense and should be universal.

William strives to integrate manners and etiquette with modern life, helping people become more aware of, and sensitive to, the ways in which we conduct our lives. In 2017 he was made a Fellow of the Royal Society of the Arts and holds two Guinness World Records for etiquette.

 [@williamhanson](https://www.instagram.com/williamhanson)

William in print...



Tutor

Jo Bryant

Recently described by The Telegraph as 'the empress of etiquette', Jo joined The English Manner in 2019 from DebreTT's, where she spent over a decade as a tutor and as the editor of more than fifteen acclaimed books on etiquette and modern manners.

Jo has worked with leading restaurant and hospitality groups, luxury retail brands, top concierge agencies and exclusive education specialists, along with private clients from all over the world.

Jo also specialises weddings, having trained some of the UK's top wedding venues in service.

She is as well-versed in traditional wedding customs as she is contemporary trends.

Jo regularly provides expert comment for national newspapers, magazines, television and radio.

She has also been a keynote speaker at numerous conferences and events, including *Stylist Live* and *Brides the Show*.

 [@jo_bryant_etiquette](https://www.instagram.com/jo_bryant_etiquette)

Jo in print...





Certificate



Digital Marketing Badge



Digital badges issued for graduates of Grade Two.
Small renewal fee due every two years.



Institute of Leadership

Our Train the Trainer program is accredited with the Institute of Leadership. Candidates who complete Grade One are able to join the institute as an associate member.

Three key benefits of becoming an associate member:



Certificate of associate membership

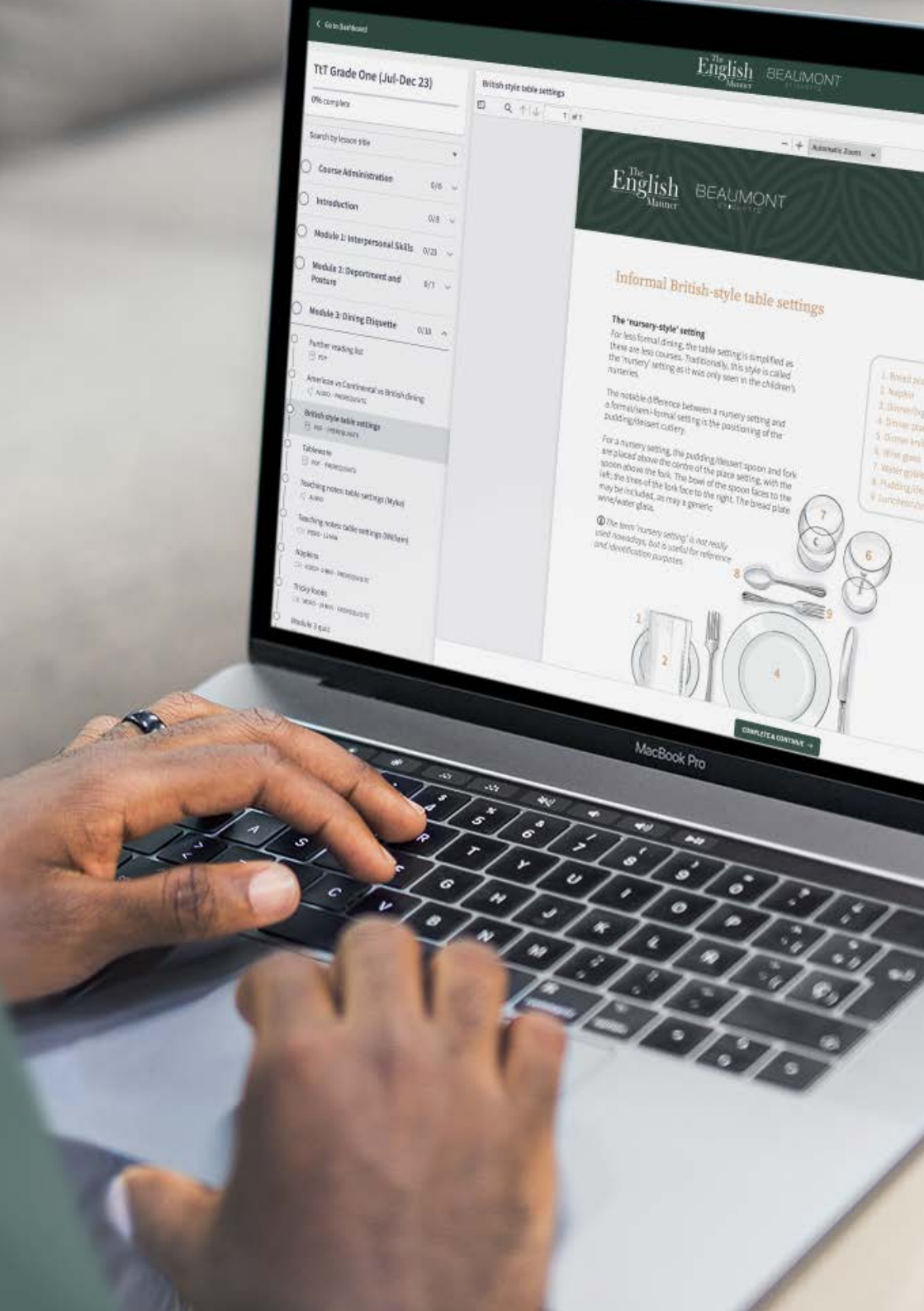


Post-nominal letters (AMInstL - for example, 'John Smith AMInstL')



Access to the institute's **MyLeadership Development platform, an online resource with learning and activities for leadership development.** Associate members are able to use the learning materials for their own program, too.





Testimonials

“Train the Trainer helped me put the knowledge behind the passion I have for etiquette. It equipped me for success in the etiquette industry. The instructors have instilled in me the confidence needed to help train others about the importance and beauty of etiquette.”

CLAIRE, JULY - DECEMBER 2024

“When evaluating etiquette training program, this one stood out to me as Myka, William and Jo do an excellent job highlighting etiquette across the world as well as focusing on modern etiquette. The course exceeded all of my expectations. I’m honored to be a graduate of this program.”

NANCY, JULY - DECEMBER 2024

“The course exceeded my expectations in terms of education and expertise. The faculty were gracious, knowledgeable, and highly professional. I am so glad that I enrolled, as I do not believe there is a program that comes close to this one! I am thankful and secure in the knowledge I received is accurate and researched. I am thrilled at my growth since completing the program, and excited to share what I have learned with my community.”

CARLA, JULY - DECEMBER 2024

Testimonials

“The program provided such a rich amount of information about etiquette. I was able to learn from wonderful leaders in the field. Who provided me with the tools needed to be successful and start my own business.”

LIARA, JANUARY - JUNE 2023

“As a business professional, I enrolled in the Train the Trainer program to learn the essentials while adding polish and advancing the value I bring as a leader. The training has provided me the resources to teach others within the organization so they too can increase their understanding and awareness in order to make the best first impression.”

JAMIE, JANUARY - JUNE 2021

“Plenty of information, great detail, beautiful content, caring and supportive peers and teachers. This is better than most universities.”

STEPHEN, JANUARY - JUNE 2021



Frequently Asked Questions

Can the online course be completed anywhere?

The online platform can be accessed anywhere in the world, subject to localised internet laws.

It is accessible via desktop, laptop, tablet and most of the major smartphones.

How long do candidates have access to the online classroom?

While the modules have to be completed within six months, access to the online classroom remains for a further month after the examination ends.

We reserve the right to revoke access immediately and without prior notice should any of the agreed payments not be made on the stipulated day or if we become aware of any breaches of copyright.

Are the modules available for the participant to go through at their own pace or are sections of the module released so that everything takes the right amount of time during the six months?

The modules can be completed in your own time. Each month sees new content released (one module per month, roughly, with some unexamined content also released across the six months).

There is no hard deadline to complete each module but they all must be completed before the examination at the end of the six month program.

What happens if during the program I become unwell or am unable to study?

We review this on a case-by-case basis but in most instances we can accommodate unforeseen occurrences. An extension of one month can be given for most cases.

Do I have to join the online program in April 2027? Can I not just start when I want?

Limited to only a select number of applicants annually, we do offer direct access to our world-renowned Train the Trainer in a condensed timeframe. The accelerated program combines the convenience of self-paced learning with private one-to-one mentorship, helping candidates master global etiquette standards and equip themselves with the skills, confidence, and credibility to stand at the forefront of the etiquette training industry. It is ideal for those who are unable to join the once-a-year streamed program. Please contact us for more information.

How to apply for Grade One

If you would like to be considered for our next Grade One course please complete our online application form, which can be found on our website (or click Apply for Grade One below).

Accepted applicants will be contacted from three months before the start date to secure their place.

Applicants who not accepted will be added to a waiting list.



The English Manner

t: +44 (0)207 856 0590

e: office@theenglishmanner.com

w: theenglishmanner.com

 [TheEnglishManner](#)

 [@theenglishmanner](#)

Beaumont Etiquette

t: +1 212 390 1557

e: info@beaumontetiquette.com

w: beaumontetiquette.com

 [BeaumontEtiquetteLLC](#)

 [@mykameier](#)