



Etiquette Avenue

Welcome to Etiquette Avenue™!

Etiquette Avenue is the address for the "operating rules" for today's workplace and your business-related social events. On Etiquette Avenue, you will acquire the skills that you need in a competitive world. Whether it is correct introductions, how to hold a wine glass, or chair a meeting, we have you covered!

Etiquette Avenue gives you "at a touch" 24/7 all the business etiquette and dining protocols that you need...including a "Tip of the Day" which provides handy reminders on every category.

Business etiquette is based on rank and authority. Social etiquette is based on chivalry. The foundation for both is respect and common sense. The skills and protocols contained in this application focus on business etiquette, but most are also applicable to social situations.

Invest in yourself: Etiquette Avenue is an invaluable business tool. Leadership, confidence, poise and style await you at Etiquette Avenue!

Features include:

- Etiquette Categories, Tip of the Day, About Etiquette Avenue, and a Dining Photo Gallery
- Fourteen categories that cover the complete range of business etiquette and business dining issues.
- Developed from the "most requested, please help us!" training categories from our corporate clients.
- Over 200 useful and relevant etiquette rules and guidelines.
- You arrive at Etiquette Avenue and have instant access to the exact information you need: Tap on the category; tap the illustration screen and voilà...your info comes up!
- Never be caught not knowing how to handle a situation, from introductions to which fork to use. Etiquette Avenue information is clear and concise. We make it easy for you...the "Setting the Table" and "Table Manners" sections feature photos that are linked to the information in that category.
- Small Talk Challenged? There is even a seasonal chart to give you suggested topics.
- Getting ready for a conference call? Meeting Etiquette includes not just the protocols for Chairing a meeting and being an effective participant, but includes tips for conference calls.
- Want the rules for seating at a dinner or when to do a "toast", our Hosting section will prepare you to be the "perfect host".
- Planning a business trip to Japan? The International Awareness category gives you the 10 most important areas you need to research before you do business in another culture.
- What's the rule on email with new clients? The Electronic Etiquette category includes the latest rules for email, cell phones and social networking.
- The Etiquette Avenue Dining Photo Gallery includes labeled place settings, correct napkin placement, styles of eating, sample wine glasses and much more.
- Wow the Boss! Impress clients and even your in-laws. Use the "Tip of the Day" feature as a private tutorial for YOU.
- Illustrations by Pulitzer Prize-winning cartoonist Jim Morin accompany each category and provide a special perspective that will make you smile.

