



The Protocol Centre

Skills for a competitive world

TACKLING DIGITAL AGE ETIQUETTE: PROTOCOL CENTRE REVISITS CURRICULUM WITH NEW PERSPECTIVE, SOCIAL MEDIA SLANT

Miami, FL - May 2010 - In this age of digital forums, online relationship-building, tweets, texts, videoconferencing and virtual meetings, where does business etiquette belong?

Dale Webb, co-founder of The Protocol Centre™ (www.protocolcentre.com) in Coral Gables, is facing that question head-on by re-evaluating her Centre's proven curriculum through the eyes of someone who knows - a young professional.

Webb is welcoming **Tony Lee III** of Tampa to join her as a consultant as she revamps tested methods for navigating and building business relationships to address the demands of a technologically advanced audience. The Protocol Centre's "**Tackling Etiquette in the Digital Age**" curriculum track will reformulate etiquette instruction to include how to manage today's electronic environments and the new interpersonal interactions that are developing simultaneously. Webb and Lee are working on modules that guide professionals on etiquette with regard to social media platforms, virtual meetings/offices, smart phones and other modern tools.

The Protocol Centre's "Best Protocol Practices" curriculum provides guidance to executives and professionals on key issues such as networking, introductions and presentations, dining rules, international awareness, conducting meetings and hosting a work-related event.

"So much has changed in the six years since we started The Protocol Centre that encompasses how people conduct business without losing the basics of business etiquette," said Webb. "How to apply those basic principles to emerging office practices and business communication models is our collective challenge, and Tony and I will be working on developing a number of new seminars that focus on these issues.

"I am excited about working with some one of Tony's caliber and experience because he brings a real-time perspective to providing curriculum content that is relevant for today's workplace and professionals."

Named as one of Tampa's "Up and Comers" in 2009 by the *Tampa Bay Business Journal*, Lee is a graduate of Florida State University and a young professional

consultant. Tony took Protocol Centre seminars while at Florida Atlantic University.

Lee joined Tampa's Lowry Park Zoo in 2007 as the Senior Development Officer to overhaul development efforts. This position is responsible for providing campaign project management, individual donor fundraising, community relations, database management, donor relations and gift processing.

His work experience includes both nonprofit and higher educational fundraising. Before arriving in Tampa, FL and the Zoo, he served as Director of Annual Giving at Florida Atlantic University raising \$1.7 - \$ 2.2 million dollars annually and serving as coordinator in the FSU Foundation, Inc. and Office of the Vice President of Student Affairs at Florida State University.

Lee is President-Elect of the Tampa Bay Seminole Club, Connect Florida-Development Chair, Emerge Tampa Bay, Voice Co-Chair. Past leadership includes Immediate Past Chair of the Seminole Torchbearers and Former Affiliated Student Advancement Programs Chair and Council for Advancement and Support of Education District III Board member.

The Protocol Centre™ (www.protocolcentre.com) provides seminars on Business and Dining Etiquette and International Briefings for corporations, educational institutions, government and individuals. On its recently revamped website, The Protocol Centre™ also offers its curriculum through its iPhone application, "Etiquette Avenue," and its other downloadable guides, "Protocol to Go." The Protocol Centre's blog, "The P.C. Blog," can be found at <http://protocolcentre.wordpress.com/>.