



*Louise Fees* **PROTOCOL SOLUTIONS®**

# The PRESTIGE Series

**Image Management for Professionals in the Public Eye**

## **Image Management for Professionals in the Public Eye**

This comprehensive 6-part image management series helps prepare political candidates, their support personnel, volunteers, lobbyists, spouses, partners and family members in presenting themselves with confidence and credibility.

We have gathered a team of experts who will lead participants through individual assessments, group training sessions, and practice scenarios.

### **Sessions Include:**

#### **1. Competencies Assessment**

- Leveraging your Intellectual and Experiential Assets
  - Identifying and Addressing Your Skills Shortfalls
  - Maximizing Your Performance: Priorities and Best Practices
- 4 in-class hours plus optional 1 hour personal consultation.*

#### **2. Creating Your Personal Brand**

- Marketing Yourself: What are you Selling?
  - Professional Image
  - Guidelines for Performance Attire
- 4 in-class hours plus optional 1 hour personal consultation.*

#### **3. Communicating Confidence and Credibility**

- Nonverbal Communication; e.g., posture, use of visual aids, meaningful gestures.
- Voice Coaching; e.g., tonality, diction, voice quality

- Wise Words; e.g., using power phrases, leader-speak, projecting a positive and progressive image
- Controlling the Conversation; e.g., debating and handling difficult questions

*4 in-class hours plus optional 1 hour personal consultation/video review.*

#### **4. Courtesy, Respect, and Leadership**

- Nuances of Modern Manners e.g., proper use of eye contact, handshakes, business cards,
- Increase Your Social IQ; including multi-cultural etiquette
- Formal Dining, Reception Etiquette, and Behaviour for Mixing Business and Social Settings.
- The Art of Appreciation, e.g., corporate gift-giving, proper thank you cards, verbal acknowledgement.

*4 in-class hours, includes formal 4-course dining tutorial. \*Client is responsible for all venue and food and beverage costs.*

#### **5. High Performance Business Writing**

- Increasing Action Through Your Writing
- Persuasive Writing
- Save time with Email

*4 in-class hours plus optional 1 hour personal consultation with correspondence review.*

#### **6. Public Protocol**

- Corporate Courtesies
- Podium Protocol
- Meeting and Presentation Etiquette
- Managing the Media

*4 in-class hours plus optional public presentation consultation with video review.*

### Fees and Terms:

- Group fee per 4-hour session -\$3850.00 plus GST.
- Group fee for series (6 four-hour sessions) -\$19,500.00 plus GST.
- Fee includes up to 20 participants per session. Additional participants accepted for \$750.00 per person.
- Client is responsible for all venue expenses plus food and beverage expenses.
- Client is responsible for all travel and incidental costs
- Add-on/optional private consultations (1 hour) for any session \$150.00 per person per session.
- Paper-based materials included for participants.
- Location, dates and times for sessions to be determined based on needs and preferences of the client.

For more information or to book sessions contact:

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