



## Dr. Ghada Magdy

### Etiquette & Protocol Expert

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“Stand out from the crowd and invest in your institute's success with our etiquette training programmes and consultancy services.”

"My passion is making people in the best version of themselves."

Dr. Ghada Magdy

Dr. Ghada is a certified Etiquette and Protocol Consultant and Adjunct Instructor at the AUK ( American University of Kuwait ).

She believes that the power of etiquette makes people at ease in all situations and enables people to become more confident in their personal and professional lives.

She has achieved her certifications as an Etiquette and Protocol Consultant by The English Manner Etiquette and Protocol Institute – London, and by The British School of Excellence - London.

How your institute can benefit from our services:

- Train the staff.
- Arabic hospitality terminology training for the non-Arabic speaker staff.
- Free activity for hotel guests.
- Paid courses.
- Consultancy service, weekly or monthly visits, as per hotel need, and regular follow-up with management.

Our training programmes can make the hotel distinct from other hotels and contribute to a more polished reputation for the institute, which leads to higher profits.

*All programmes are available in both English & Arabic language.*

## Dining - Banquet Etiquette

The place where our manners are really put to the test is at the table.



Eating a meal with others is a veritable minefield of potential blunders and gaffes, so dining etiquette is very crucial for building impressive impressions about ourselves.

Business dining events are where so many key decisions are made, and social meals are where relationships are formed.

So, this training programme is very important to help individuals approach business and social dining events feeling confident and avoid unforced errors.

This programme covers the fundamentals of table manners, addressing everything from place settings to holding utensils, good posture to appropriate conversation.

“Learn the art of dining, make a great first impression, and navigate any situation with grace and poise.”

## Hospitality Etiquette:

Our hospitality etiquette training programme helps staff members be more confident and improve their communication skills, which improves guest satisfaction.



It guides hotel staff to the keys to understanding and respecting different cultures so the hotel can create a welcoming environment for guests from diverse backgrounds.

It will equip employees with the necessary skills to provide exceptional service to guests.

"Let your hotel guests have an exceptional experience and feel at home by providing your staff with our hospitality etiquette programme."



## Social Etiquette

This training programme opens the door to a more confident and more polished personality.



It helps individuals face the world feeling more assured and confident than ever before and equipped to deal with situations that may arise.

Proper social etiquette helps build trust and respect in relationships, leading to stronger connections with others.

Social etiquette shows respect for others and their cultural practices, leading to more harmonious relationships and interactions, it makes people at ease in all situations.

"Make a lasting impression with our social etiquette training programme. Gain confidence in social situations by mastering the art of etiquette and protocol."

## Business Etiquette

The business etiquette training programme sets individuals on the road to success by equipping them with all the etiquette and business excellence skills they need to thrive in their professional life.



It elevates individuals' professional behavior and standards for appearance, actions, and attitude in a business environment.

And it adds that polished professional impression to individuals and helps them reach higher levels of success.

"Polish your professional image with our business etiquette training programme."



## Social Business Etiquette

This training programme is about the social side of business.



It guides professionals about all the necessary skills they need to handle a variety of social business situations, including networking events, conferences, business meals, and more, in a polished professional way.

The social business etiquette training programme helps individuals build a positive reputation in their industry, leading to more opportunities for growth and success.

It helps professionals navigate cultural differences when conducting business with international partners, leading to more successful partnerships and deals.

"Gain a competitive edge in your career by mastering the art of social business etiquette."



## Personal Branding

Our personal branding training programme helps individuals build a strong personal brand that can establish them as experts in their field and increase their credibility.



It opens up new networking opportunities, boosts their confidence, and helps them feel more empowered in their professional life.

"Be exceptional and build an authentic personal brand with our personal brand training programme."