

“From Wannabe to Winner”

Etiquette & 30-Second Commercials

Laura Neal

Debbie Darling

California State University, Fullerton

Making a great impression...

...Awareness of social context

...Keeping your focus

...Knowing who you are

“Handling oneself well at a cocktail party or at the dinner table is at least as important as handling oneself skillfully in the board room”

– John Malloy

Your '30 Second Commercial'



Netiquette Basics

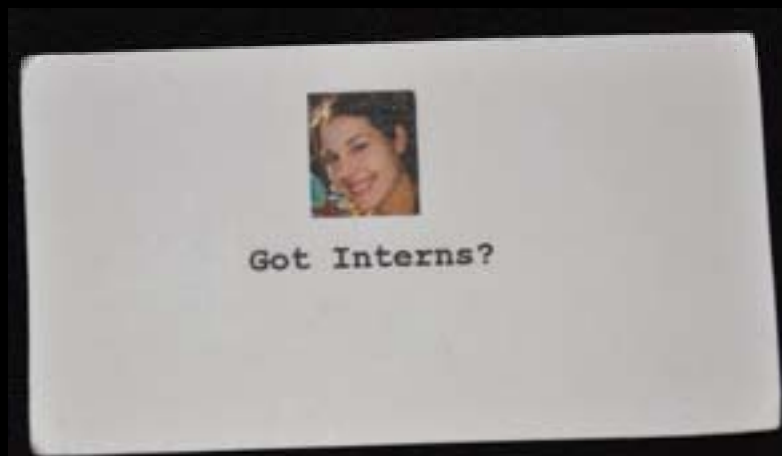
- Dress the part
- Know your intended goal
- Handshake, eye contact and posture
- Conversation starters and open-ended questions
- How to end a conversation and continue to make your way around the room
- Business/Calling Cards

Business/ Calling Cards



← Front of Card

Back of Card ⇒



Business/ Calling Cards



Business/ Calling Cards

Solveig Haugen

California State University, Fullerton
Public Relations Student Society of America

Phone: (714) 743-4797

E-mail: Solveig20@hotmail.com

Regardless of pedigree, education,
or social status...

etiquette communicates that you
can carry on a polite conversation,
are able to introduce people
without falling all over yourself,
and are aware of simple rules of
courtesy.

“The world was my oyster, but I used the wrong fork.” – Oscar Wilde



“Good manners will open doors that the best education cannot.” – Clarence Thomas

The Dining Room

- Taking your seat
- Napkins!
- Posture at the table
- Polite conversation
- Excusing yourself



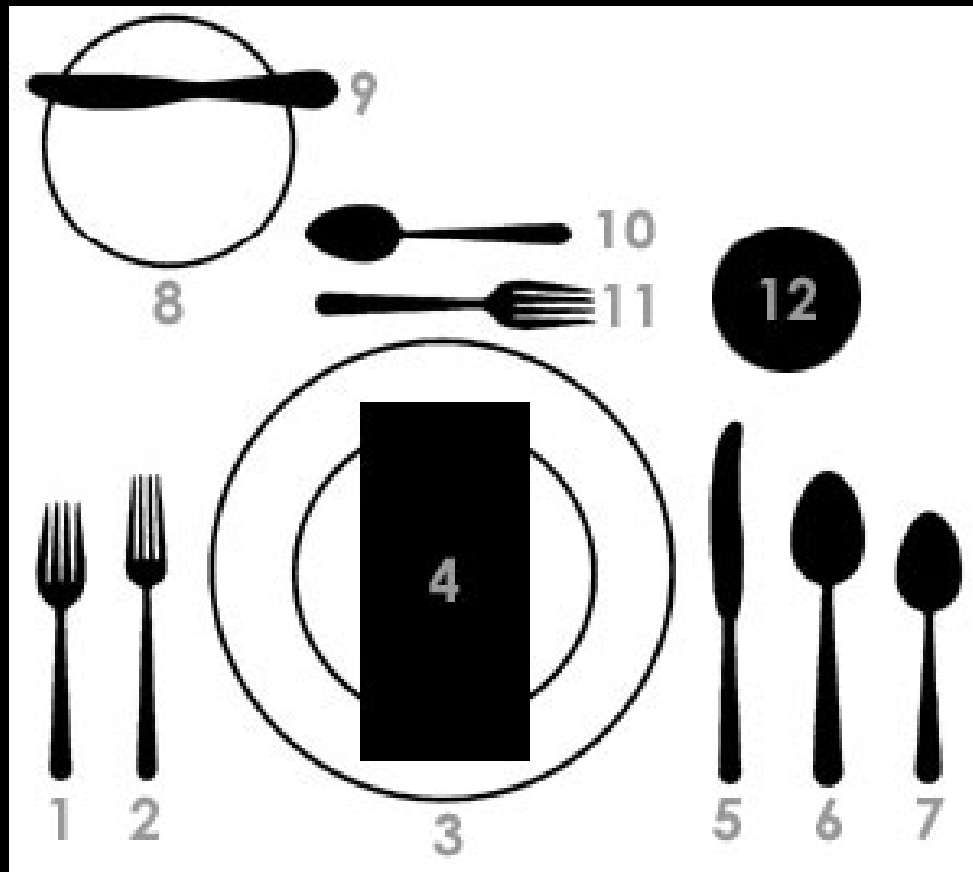
Styles of Eating

- North American
- Continental/European



Being Silverware Savvy

1. salad fork
2. dinner fork
3. dinner plate
4. napkin
5. dinner knife
6. dinner/soup spoon
7. tea spoon
8. bread plate
9. butter knife
10. dessert spoon
11. dessert fork
12. water glass





The silent service code



Dining Do's and Don'ts



- Ordering food
- Alcohol
- Focus on those around you

(Tweeting, texting, or taking a call indicates you are not focused on the people you are with.)

Resources

International etiquette

- www.executiveplanet.com
- www.monkeysee.com- (keyword search: dining etiquette)
- YouTube (Search):
 - The Etiquette of Exchanging Business Cards
 - How to Follow Proper Netiquette Rules