



# PROFESSIONAL ETIQUETTE PROGRAM: NAVIGATING THE UNSPOKEN RULES OF U.S. AND INTERNATIONAL BUSINESS DEALINGS

*2024 Chapter Grant*

*Application, Progress Report, and Final Report Highlights*





# ACTIVITY PURPOSE

The ACC Southern California SoCal Works! (the “Committee”) is requesting a grant of \$6,000 to launch a Professional Etiquette Program: Navigating the Unspoken Rules of U.S. and International Business Dealings (the “Program”).

Most senior lawyers know that the business world has certain unspoken rules of etiquette and professional engagement when conducting business, some of these may be specific to the legal profession (attire expected in court), others are general to business (the benefit of a firm handshake), some are new and evolving (do not assume an attorney’s pronouns based on their name or appearance; some attorneys are no longer comfortable with handshakes post-COVID). Some of these “rules” or best practices may be new to junior attorneys or law students who are (or will be) new to the workforce and all attorneys will benefit from learning about evolving best practices and rules of engagement and networking as societal norms and technologies continue to evolve.

Finally, many ACC SoCal members may be exploring or have an international practice and may be unfamiliar with business etiquette outside of the United States. This Program would provide an opportunity for ACC SoCal to partner with ACC Chapters outside of the United States to swap tips on the rules of business etiquette abroad!

Attorneys play an important role in the work environment, and heavily influence the office dynamics and culture. This Program is designed to offer a lesson on customs and unspoken rules and best practices within the business world, both within and outside the office. It will help develop the listening skills, conversation skills, and dining skills of our ACC members to better position them in formal settings with clients and colleagues. Additionally, certain components of the Program will 1) be recorded for submission into the ACC online library and/or written materials will also be made available for the online library and 2) be open to local law students.

The goal of this Program is to ensure that all our members are introduced to the traditional and evolving norms of professional conduct and unspoken rules of engagement.

The Program will be a 4-hour to 6-hour program. The program will include: (1) Business and Networking Etiquette (US), (2) Dining Etiquette (US and International), and (3) Global Etiquette (jurisdiction specific local business customs and practices - region TBD depending on ACC Chapter that we partner with). The Program will offer both in-person, on a weekend (see below for target dates in April 2024), and virtually (global etiquette webinar). Members will have the opportunity to engage with one another in an elegant setting while also building their skills and self-confidence associated with dining and business relations.

The purpose of the Program includes:

- Elevate professional interactions and build confidence surrounding proper manners in business and dining settings;
- Engage and dialog with international ACC members by partnering on the Global Etiquette Webinar component;
- Re-engage existing members and attract new members by providing this valuable skills development program;
- In the event we do not fill the available seats with existing in-house members, sign-up will be extended to law student alums who have participated in the Diversity Law Student Program. This way the Program can help support ACC’s new initiative to engage law students;
- Produce new practical real world skills content for ACC website (i.e., etiquette materials and handouts).

# JUSTIFICATION FOR FUNDING

Our chapter funds have been earmarked for regular programming and with costs going up (the same events are costing more) we do not have extra funds for these "out of the box" or experimental events.



## TARGET OUTCOMES

*Here are some of the topics that will be covered during the program. Note, the exact program components are subject to change based on the availability of time.*

2

Business/Networking Etiquette (1 hour)  
Laying the Foundation – You Are a Walking Advertisement for You!  
An Introduction to Social Intelligence  
We Are All Constantly Being Observed  
First Impressions, Lasting Impact  
Projecting a Polished Image  
Elocution and The Art of Speaking  
Managing Mannerisms & Bad Habits  
Body Language Needs No Translation  
Your Smile Style  
Importance of Eye Contact

1

Mixing & Mingling Like A Pro – Networking Skills to Maximize Your Connections  
Entering the Room with Poise  
Confident Business Introductions  
World Class Handshakes  
Conversation Starters & Making Small Talk  
Remembering Names  
Exchanging Contact Information  
How to Gracefully Exit  
Successful Follow-Ups

3

Outclass the Competition – Tools to Take You to the Top (And Keep You There!)  
Flexibility & Adaptability are the New Mantra  
Collaboration is the Key  
Professional Verbal, Electronic & Written Communication  
Telephone Etiquette & Minding Your Mobile Manners  
Appropriate Managing of Technologies  
Business Email Do's & Don'ts  
Your Online vs. Offline Profile  
Texting & Sub-Texting  
Navigating Unsocial Media  
Professional Notes & Handwritten Correspondence

# PROMOTIONAL MATERIALS

ACC Southern California Chapter Presents

**JULY 23, 2024**

## Global Corporate Etiquette

Come join us for a fun international virtual panel on global corporate etiquette. Through personal stories our speakers will give us insight into all subjects of proper etiquette in business settings, from table manners to interpersonal interactions. Our superstar panel includes in-house counsel spanning the continents of Europe, Asia and South America.

Don't miss this unique opportunity!

Join ACC Southern California, ACC Europe, ACC Argentina and ACC Singapore on July 23, 2024

8:00-9:00am Los Angeles United States of America	12:00-1:00pm Buenos Aires Argentina	4:00-5:00pm London England	11:00pm-12:00am Singapore
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[REGISTER HERE](#)

1 Civility CLE Credit for CA

ACC Southern California Chapter, SoCal Works! Committee presents

## Introduction to Business & Dining Etiquette

Attorneys play an important role in the work environment, and heavily influence the office dynamics and culture. This program is designed to offer a lesson on customs, unspoken rules, and best practices within the business world, both within and outside the office. It will help develop the conversation, networking, and dining skills of our ACC members to better position them in formal settings with clients and colleagues.

Attendees will receive 1.0 Hour of Civility CLE Credit.

**Tuesday, June 18, 2024**  
**6:00pm-9:00pm\***  
 Lulu Restaurant - Hammer Museum  
 10899 Wilshire Blvd., Los Angeles

Self-parking within the museum building with entrances located on the east side of Westwood Blvd. (northbound) or on the west side of Glendon Blvd. (southbound), between Wilshire Blvd. and Lindbrook Drive. Flat rate \$8 after 5 p.m.

\*Attendees are encouraged to arrive one hour early to enjoy the art exhibited within the Hammer Museum. Admission is free. The museum closes at 6pm.



# BUDGET

## **Application**

### Coach Fee

Estimated cost of Etiquette Coach for 2.5 hours: \$3,000

Target Coach: Lisa Gache, Founder and CEO of Beverly Hills Manners, a nationally recognized etiquette expert. She's curated etiquette programs for celebrities, corporations, and featured in television and media publications. She received her accreditation from The Protocol School of Washington in 2009.

### Venue/Food

Estimated per person cost of food/venue: \$90-120 per person for a 2 to 3 course meal (estimate event participation cap at 25 persons): \$3,000

Target Venue: The Beverly Hills Hotel, Polo Lounge or The Hotel Bel Air

### Webinar

Guest speaker to be selected from ACC Community who has extensive knowledge and experience with etiquette on a global scale.

- Cursory costs associated with administration of zoom and preparation of etiquette materials.

## **Final Report**

Part 1: Introduction to Business & Dining Etiquette (In-Person) +

Part 2: Global Corporate Etiquette (Virtual): \$4,706.14

- Food and Drinks: \$3,411.14
- Etiquette Instructor: \$1,295

# GOALS ACHIEVED

We met all of the goals set for this two-part business etiquette program.

- Increased enthusiasm for unique and practical ACC skills development programming.
- Increased Chapter exposure to US and International Members that have not been active in chapter events and attraction of new members.
- Fostering connection and networking among participants.
- Engagement with ACC Chapters abroad