

Backpack to Briefcase Etiquette Dinner

University of Maryland School of Pharmacy

Project Description & Implementation Overview

"Interviews and general business are often conducted over lunch or dinner. Knowledge of proper etiquette in these situations will make an impression on a potential client or employer."

The University of Maryland hosted an Etiquette Dinner where students are taught how to properly carry themselves and network over a professional lunch/dinner. The event is held at a restaurant offering a 4-5 course sit-down repast. The duration of the event was approximately three hours; two hours were dedicated to students being led through the dinner by a professional etiquette consultant. Beyond the essential etiquette skills (i.e., which fork should be used for each meal, how to properly pass the bread basket, when is the appropriate time to begin eating) the consultant may cover topics such as historical background of certain etiquettes and networking skills before, after and during a business meal.

Purpose of the Project

The Etiquette Dinner was organized to help students be more competitive in the professional world, excel during job, residency and fellowship interviews that increasingly involve lunches and dinners as part of the process.

Specific Goals:

- improve and hone skills students will need as they venture into the professional world;
- provide a network opportunity amongst students, faculty, school administration and sponsors;
- acquire leadership exposure and visibility for our local AMCP chapter;
- provide value to our AMCP members;
- raise money for our local chapter through nominal dinner fees; and,
- raise chapter membership by means of exposure during the event.

Project Budget – Expenses and Revenues

Expenses:

The budget for this project involved two major expenses:

- Four course sit-down dinner – negotiated with the restaurant at \$33 per person (47 people attended).
- Etiquette consultant fee - \$500
- Printing materials i.e., invitations, tickets and dinner-handouts were a minor expense added to the overall budget with an approximate value of \$50.

TOTAL EXPENSES: \$2,101.00

TOTAL COST TO CHAPTER: \$0.00

Revenues:

Sponsorship funding was essential in us being able to hold the event. A grant application was filed with the Target Corporation which resulted in a \$2000 funding. Students were charged \$15 for AMCP members and \$20 for non-members; specially invited faculty, school administrators, and media personnel were extended a complimentary invitation. The full grant amount was utilized to cover the event expenses; fees collected from the attendees were used as fundraising for our local chapter.

Who and How Many Chapter Members are Involved?

Most of the chapter officers were involved in helping to organize and implement the event. One officer took the leading role and delegated the responsibilities to others, following up with the progress and being responsible for the overall success of the event.

Who Should be Targeted - Audience or Involvement? How Do You Find Them...How Do You Contact?

Audience:

Invitations were restricted to the school of pharmacy however there was an opportunity to make the event school-wide. AMCP chapter members were given priority; remaining seats were opened to non-members. E-mail, flyers and word-of-mouth were used as promotional material. Prominent AMCP supporting faculty, chapter liaison, pharmacy school administrators, sponsors and school PR and media personnel were invited free of charge.

Speaker:

The evening was opened by the Associate Dean of Student Affairs. Dinner was conducted by the keynote speaker-the etiquette consultant. The consultant was found by researching similar events hosted by other local schools (local business programs are a good start). The evening was closed by the organizing chapter officers thanking all attendees and sponsors.

What Materials are Needed - Outside Resources, Ordering, etc ?

Dinner and settings are provided by the restaurant. Make sure you communicate to the restaurant that this is an etiquette dinner event making sure they have all of the appropriate dinnerware. The etiquette consultant should provide all of the necessary samples of hand-outs.

Timeline for Implementation and Execution:

- 6 months prior to event: Brainstorm Funding Resources.** Funding is a major part of this event. As a team come up with a couple of potential options that you may request funds from. Your AMCP Diplomat may be able to help with your brainstorming efforts.
- 6 months prior to event: Put together a Proposal/Overview of the Event.** It is imperative to have a written overview of the event to submit for funding requests, to selected restaurants for price quotes and to media for exposure. Make the overview 1-2 pages, concise but poignant, expressing the importance of the event to your fellow students. Include details of the event i.e., title, tentative date and approximate number of attendees. (It is OK to modify this document throughout your planning but the initial version should be done as soon as your chapter decides to go ahead with the event.)
- 4-6 months prior to event: Request Funding.** Contact the list of potential sponsors your team came up with during the "funding brainstorming" session. Some suggestions are: companies that are already involved in supporting your school and that the school or the AMCP chapter has a strong relationship with.
- 3 months prior to event: Secure an Etiquette Consultant.** Etiquette consultants usually are booked far in advance. You will be at an advantage to schedule your event sometime during the week which will give the consultant more flexibility, a lot of their work is done over the weekends.
- 3 months prior to event: Select a restaurant.** Narrow your choices to 3-4 restaurants that are local, have a separate room to accommodate the anticipated number of attendees, that can provide a sit down 4-5 course meal, have the appropriate dinnerware for an etiquette dinner and

are willing to work with students. If the etiquette consultant you have chosen is local, he/she can provide suggestions of restaurants capable of holding such an event. Once you narrow your options, set up a meeting with the manager or the owner, explain the importance of the event and the potential exposure benefits for the restaurant and negotiate a per person rate. Choose the restaurant that best fits the setting and budget needs of the event. Ensure that all agreements between the AMCP school chapter and the restaurant are written and signed.

- 1-2 months prior to event: Promotion.** You can start talking and getting people excited about the event as soon as your executive board decides to go ahead with it. Written promotional material will have to wait until you have all of the details solidified i.e., date, time and place. If you're interested in media coverage for your event, contact them at least 2 months prior to the event with all of the details; be prepared to answer a lot of questions regarding your event.
- 1 month prior to event: Determine menu and confirm with the restaurant**
- 1 month prior to event: Send special invitations—**Invite the faculty your chapter has chosen, administrators, and other guests so they have the opportunity to maneuver their busy schedules.
- 1 week prior to event: Give final count to restaurant (or whatever is requested by restaurant)**
- 1 week prior to event: Distribute tickets to all attendees at least one week before the event.**
- 1 week prior to event: Follow-up with the contact person at the restaurant and the etiquette person one week prior to the event confirming date, time, and other event imperative details.** This will give you enough time to address any last minute issues.

Follow-up with Faculty Members/Volunteers/Participants

Send thank you letters to your sponsors, special guests, key restaurant contact and the etiquette consultant. Ask for verbal feedback from your fellow students of the event. Ask the attendees for any suggestions on how to make the event better the following year.

Project Evaluation – What Went Well...What Didn't ...How Would You Improve for the Next Year?

What went well?

The event came together well. The students loved the idea of the etiquette dinner because of its uniqueness and applicability to their professional and personal lives. The setting also provided for a wonderful opportunity for students of various years and backgrounds to come together in a non-school environment to interact with each other, with faculty and school administrators, as well as event sponsors.

What didn't work?

We were not able to get as much outside media exposure as we would have liked mostly due to other competing events going on in the city at the time and late access to the media contacts.

How you would improve for the next year?

Next year, we would like to invite a keynote speaker to open the event. We would also consider opening the event to students outside of pharmacy school. We think that opening the event to just pharmacy students during our first year was a smart idea due to possible planning and execution problems with a large group of attendees.

Project Checklist

- **Brainstorm Possible Resources for Funding – pharmaceutical organizations with existing support for you chapter and/or school**
- **Put together a written overview of the event which is to include:**
 - **Title**
 - **Description**
 - **Purpose**
 - **Approximate Number of Attendees**
 - **Possible dates**
- **Request Funding/ Apply for Grants**
- **Contact an Etiquette Consultant**
- **Find an open date and time availability based on student schedules, etiquette consultant and restaurant availability.**
- **Select a Restaurant**
- **Select and Confirm Menu options; it may be a good idea to discuss these with your etiquette consultant making sure appropriate options are chosen for an etiquette dinner. Consider that some attendees may be vegetarian or vegan, address any special food requests for your guests.**
- **Contact local Media personnel**
- **Promote the Event**
 - **“Word-of-Mouth”**
 - **E-mails**
 - **Brochures**
 - **School Newspaper**
 - **School Website**
 - **Local Media, outside of school**
- **Send out Tickets/Invitations to those attending the event**
- **Send out a Reminder 2-3 days prior to the event**
- **Send thank you notes to key contacts**
- **Gather feedback regarding the event**
- **Project Wrap Up:**
 - **Project Report to next year executive board**
 - **Send activity report to AMCP Headquarters**

University of Maryland School of Pharmacy Media Assignment Request

Backpack to Briefcase: Pharmacy Students Learn Etiquette Skills to Help them Land Jobs

Date: Monday, April 7, 2008 **Time:** 6:30-8:30 p.m. **Place:** LaScala Restaurant
1012 Eastern Avenue
Baltimore, MD 21202

Fifty students from the University of Maryland School of Pharmacy will get a lesson in etiquette from Carol Campbell Haislip, director of the International School of Protocol in Hunt Valley, as part of a year-long series on developing professional skills such as networking, leadership and interviewing.

The School of Pharmacy's student chapter of the Academy of Managed Care Pharmacy (AMCP) organized the dinner in an effort to improve and hone skills the students will need as they venture into the professional world. "We only get one chance to make a great first impression," says chapter president and third year student Raymond Bleu-Laine. "In today's competitive world, proper business etiquette can easily give you the winning edge, translating into landing the job of your dreams."

"Etiquette skills are crucial to a successful career and are applicable to any profession, including pharmacy," says Lisa Mostovoy, a third year student and treasurer of the student chapter of the AMCP. "Interviews and general business are often conducted over lunch or dinner. Knowledge of proper etiquette in these situations will make an impression on a potential client or employer."

During dinner, Haislip will review dining dos and don'ts, along with greeting and conversational techniques.

"Thanks to the Target Corporation and the owners of LaScala, we are able to offer this service to our fellow students and provide them with solid tips that will help them with the job interview process," says Mostovoy.

Media are invited to cover the dinner but are asked to arrange access in advance by contacting:

Becky Ceraul, University of Maryland School of Pharmacy, (410) 706-1690

LEARN TO OUTCLASS, OUTPERFORM, & BE OUTSTANDING!



AMCP Presents...

**“BACKPACK 2 BRIEFCASE”
ETIQUETTE DINNER**

**A phenomenal opportunity for professional growth
at an unbelievable price.**

- When:** Monday, April 7th, 2008, 6:00 p.m. - 9:00 p.m.
- Where:** **LaScala** - voted Best Italian Restaurant
<http://www.lascaladining.com/>
- Attire:** **Business attire required.**
- Register:** **Advance registration required** - seating limited to 50 students.
Seats are limited and interested parties must reply and submit registration fee by **April 2nd** to secure a seat.
- Cost:** **\$20 for non-members and \$15 for AMCP members.***
Fee includes a fabulous 4-course meal, non-alcoholic drinks and seminar presentation.
*Please note: The full cost of this event is much higher than what your registration fee covers! Thanks to our sponsors, students will pay a small portion of the actual cost.
- Speaker:** **Carol Campbell Haislip** – Director of the International School of Protocol.
Carol is a well-known etiquette consultant with 30 years of professional experience working with large corporations as well as other professional schools.
<http://www.internationalschoolofprotocol.com/>
- Sponsors:** The launch of this event has been sponsored with gracious support from the **Target Corporation.**
- Contact:** **Lisa Mostovoy**
ymost001@umaryland.edu
- Jeanne Lim**
jlj003@umaryland.edu



THE MEAL

Before

Walk around the table and introduce yourself to anyone you have not met

* Enter the chair

on the right * Ladies' purses under the chair * No coats on back of chairs * Wait for

host to sit * Gentleman helps lady to his right (and left if more ladies than men) into chair

* Toast guest of honor * Person being toasted does not drink * Unfold napkin on lap after

host does * Liquids on right * Solids (such as bread and butter) on left

* Do not eat until host starts

During

Start with utensil farthest from plate * Leave bread and butter plate above forks * Break off

small bite size piece of bread before buttering and eating * Serve left * Remove right

* Spoon soup away from you * Tip bowl away from you, if necessary, to finish soup

* Leave soup spoon on plate beneath soup bowl when resting or finished

* Leave soup spoon

in soup plate when resting or finished * Pace yourself with other diners

so you are not the last nor the first finished * For American Style keep

free hand in lap * For Continental Style rest wrists on table * Leave

utensils on either side of the plate when resting between bites * Do not

allow handles or any part of utensil to touch table once used * Do not

pick teeth at table * Remove olive pits, crab shells, etc. with your fingers

* Remove messy foods such as gristle by moving food from mouth back

to fork and leaving on plate * Do not comb hair, apply lipstick or blow

nose at table * Leave napkin on chair and tuck chair in if you leave table

during meal * Men should rise when a woman enters or leaves the table





The International School of Protocol

Business and Social Etiquette Courses

* Hold red wine by bowl of glass * Hold white wine by stem of glass *
Do not blow on food that is hot * Taste food before salting * Pass salt
and pepper together * Blot rather than wipe mouth * Twirl rather than
cut pasta

After

Leave utensils with the handles at the 4 o'clock position on the plate
when finished * Leave

napkin on table when finished after host does * Wait for host to signal
end of meal before

standing * Exit on right side of chair * Push chair in

222 Schilling Circle ♦ Suite 130
Hunt Valley, MD 21031
410-771-6900 ♦ Fax: 410-771-6929

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Champagne Flute

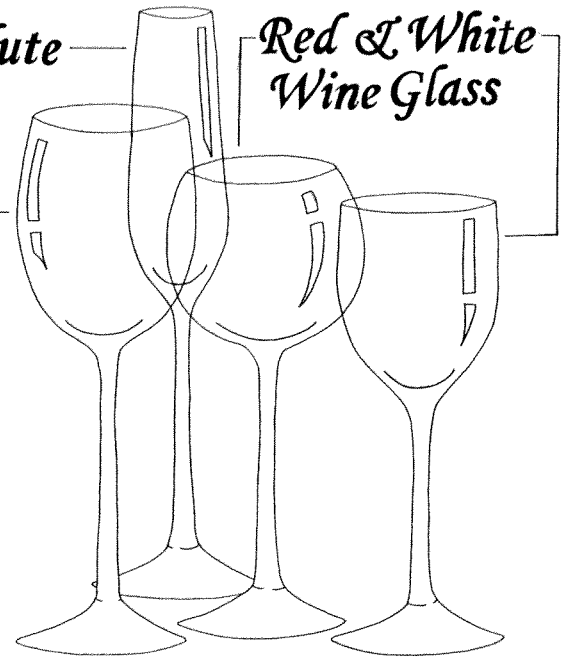
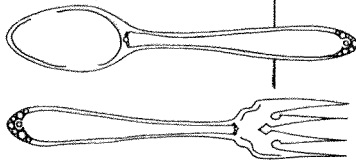
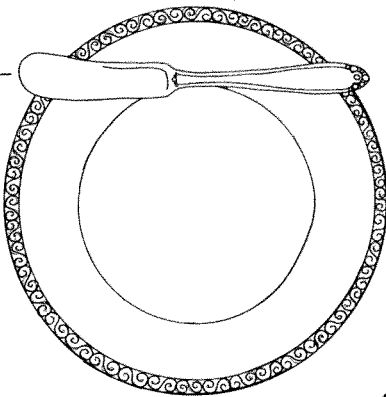
Red & White Wine Glass

Water Goblet

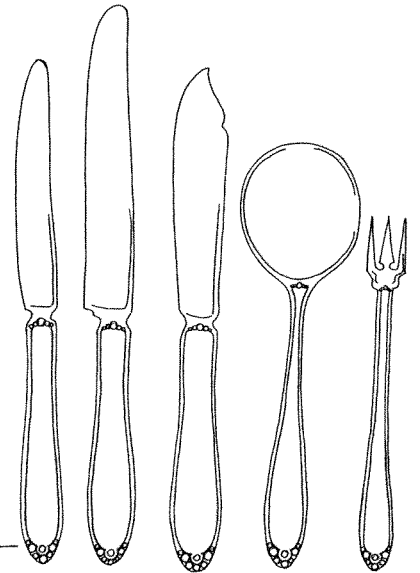
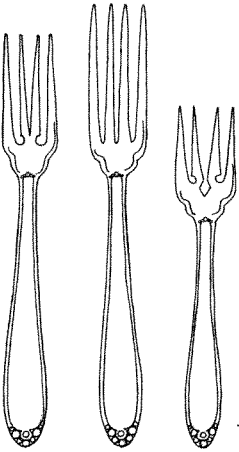
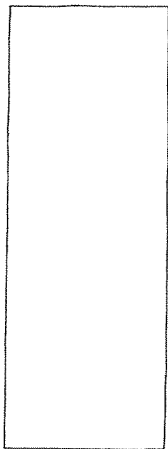
Butter Spreader

Bread & Butter Plate

Dessert Spoon & Fork



Place Plate



Napkin

Fish Fork

Dinner Fork

Salad Fork

Salad Knife

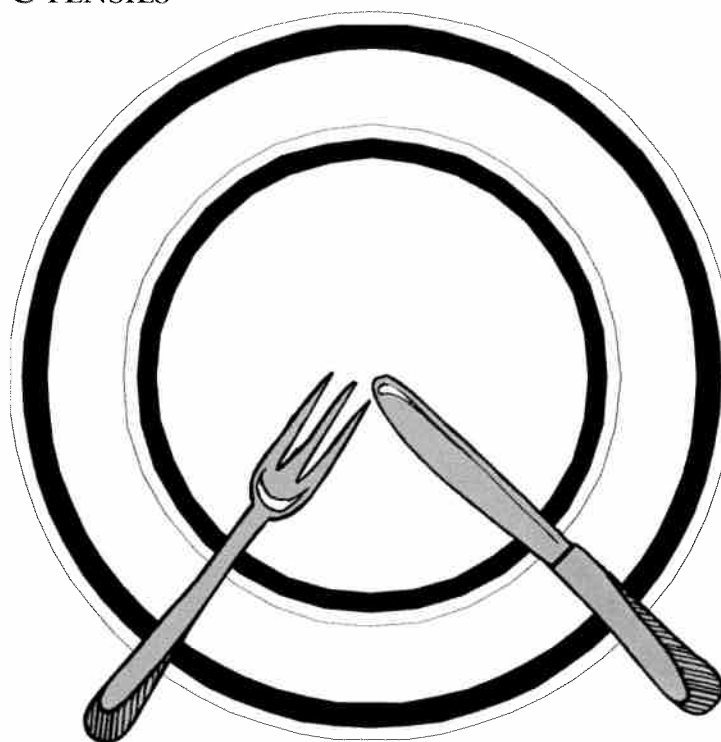
Fish Knife

Dinner Knife

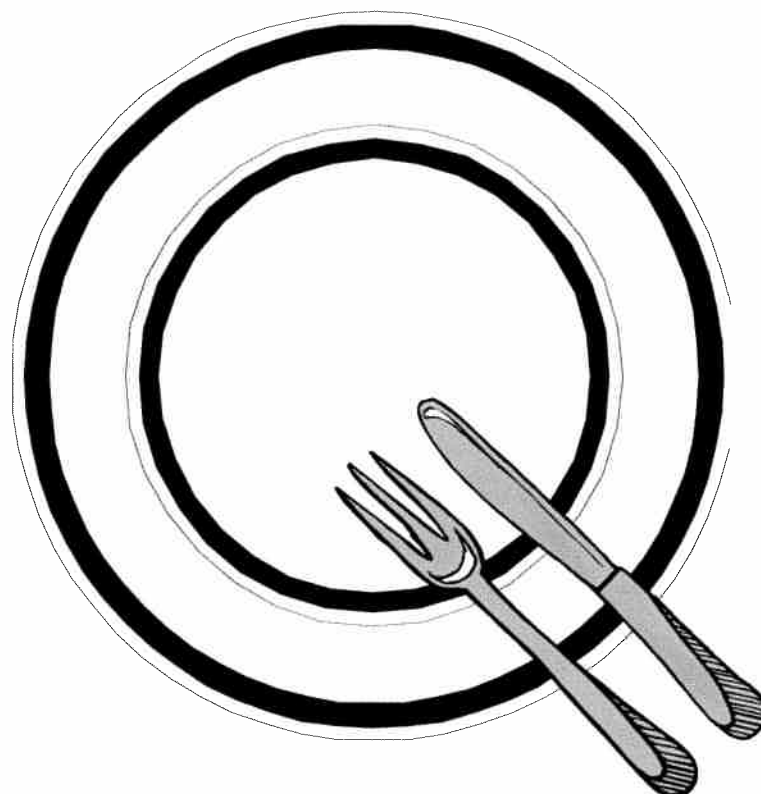
Soup Spoon

Cocktail Fork

HANDLING THE UTENSILS



resting position for utensils



finished position for utensils