



# MASTERCLASS BUSINESS ETIQUETTE

Aya Wehbe

Senior Consultant  
Business Etiquette





The objective of the Masterclass in Business Etiquette is to comprehensively equip professionals with essential social manners and interpersonal skills critical for success across diverse professional environments.

The program focuses on building strong professional relationships by demonstrating impeccable ethics, professionalism, and cultural sensitivity in complex social and business interactions.

Participants will learn to navigate both formal and informal professional settings, including sophisticated scenarios like meetings, dinner engagements, networking events, and high-stakes negotiations, while maintaining a consistently polished and well-mannered presence.

OBJECTIVE





This Masterclass is ideal for working professionals across all career stages who aspire to develop sophisticated social skills and impeccable manners to navigate diverse professional environments with confidence and polish.

The program is particularly beneficial for emerging leaders, mid-level managers, and senior executives seeking to enhance their interpersonal capabilities and professional image.

Professionals in client-facing roles, sales, consulting, international business, and leadership positions will find exceptional value in refining their relationship-building and networking strategies.

Who should attend?



Upon completion of the Masterclass in Business Etiquette, participants will experience a transformative enhancement of their professional capabilities, emerging with a sophisticated toolkit for navigating complex business environments.

Participants will develop nuanced abilities to build and maintain relationships with clients, colleagues, and superiors, fostering trust and collaboration across diverse business contexts.

The masterclass equips individuals with advanced networking strategies, meeting conduct protocols, and interpersonal skills that enable them to remain well-poised and respectful in any professional scenario.

OUTCOME



Etiquette & Protocol  
Business Etiquette , Protocol & Relationship Management

Day 1

Maintaining a professional image , Dress Codes & Business  
Clothing Essentials for women and men



Day 2

Cross-cultural management ,  
Dining Etiquette & Etiquette guidelines for career success



Day 3

Practical Day Event