

Lexi -Good evening everyone and welcome to the Professional Etiquette Dinner. We are happy to have you all here. The Professional Development Committee has prepared a full-program to give you a chance to learn some valuable tips to be the best professional you can be. I would like to call up the members of the Professional Development Committee to introduce themselves....

My name is Lexi Verret and I am the Director of the Professional Development Committee and Chapter Vice President of PRSSA at LSU.

Sarah- (Hey everyone, my name is Sarah Voelkel and i'm the director of research and content development on the professional development committee. Fun fact about myself is that I drink my height in coffee every day. My Dad's a dentist, so he probably doesn't like that very much.)

Elizabeth-Hey y'all. My name is Elizabeth Melillo and i'm one of the event coordinators. My fun fact is that i love, love, love cars and i know a lot about them.

Jazmine- Hey everyone, I'm Jazmine Pinder and i'm the other event coordinator. Fun fact about me is that I work at Walt Disney World as a character performer and dancer. Best job ever.

Lexi-Now that you have met the committee. We are going to start things off with a networking exercise.

Before we start the exercise, here are some Networking Tips: (5 tips)

Lexi –The first networking tip of the night is when you introduce yourself - **Make where you are from sound exciting:** When someone asks you the inevitable, “where

are you from?" question, never just say, Baton Rouge, Louisiana. Say an extra sentence about your city - an interesting fact or witty observation to hook them into the conversation. For example, say "I'm from Baton Rouge, Louisiana, and we have three seasons: mardi gras, crawfish and football." Then, when they say something clever in response to your bait, they think you're a great conversationalist.

Networking Tip 2 – The second tip is Make what you do sound intriguing: *In order to get referrals, you must first have a clear understanding of what you do that you can easily articulate to others. When someone asks you what you do for a living, you may think it's enough to simply give your job title, such as "I'm an engineer, or I'm a press secretary, or I'm an account executive." It's not enough. For a person who knows little about the industry you're in, you might as well be saying you're a nuclear scientist or a biochemist. Give them some details about your job. Have a clear understanding of what you do and why and what makes it different from others doing the same thing. For example, say "I'm an account executive for Ketchum, a global public relations firm. I pitch interactive campaign ideas to clients in the tech industry, manage campaign budgets and help clients gain media exposure and referrals through writing press releases."*

Networking Tip 3 – Our third tip is to Give Two favors before asking for one: *Asking people for favors can strengthen the bond between you. Benjamin Franklin used this networking method to turn his enemies into life-long friends. When someone does something nice for you, they usually need to justify it by changing their mind about you. By giving two favors before asking for one, you build rapport and don't come off selfish.*

As you may have noticed you are seated in a random order. Take 5 minutes to practice the tips we just mentioned with a person sitting next to you who you don't know, so when Manship hosts its next networking night, or if you go to an event with future employers, you can be ready. Throughout the night we will have more opportunities to practice networking.

Now to officially kick off the evening, please join me in welcoming the thought leader and leadership, conflict resolution and change speaker for more than 17 years, author and positively powerful woman, Melinda Stalings.

Lexi- Thank you Melinda, Everyone please remember any questions you have for Melinda, she will be back at the end of the program to answer your questions.

Now lets start with our appetizer. To begin we will have Elizabeth talk about Dinner etiquette.

Elizabeth- Dinner etiquette - Elizabeth

These are just some helpful tips to prepare you for any dining occasion, whether its with your friends, co-workers, employers, or clients. The picture behind me is a good example of what you should use for each meal. As some of you may know, you should start to use your utensils from the outside in since that is the order that you will be served in. So for your soup and salad, you will use the outermost spoon and the outermost fork. Once you finish these courses, the waiter should take away the dishes along with the utensils. For bread and butter, the plate and knife you should use will be placed above the main dish in front of you. When the main course is served, you will then use the next fork and knife in line to eat the meal. Again, the waiter should take both the dish and the utensils away when you

are done. The dessert fork and spoon are placed horizontally above the main dish that was just in front of you.

When determining which plates and glasses are yours, keep in mind your dishes are on the left and your glass is on the right. Be aware that the waiter should serve food on your left side and take plates away on your right. When passing food to each other, pass from left to right. If someone asks you to pass the salt, make sure you pass both the salt and pepper shakers together. This creates less work later on so people don't have to search the table for them. When you are finished eating, carefully place the utensils on the plate instead of next to the plate on the table. This is also a common mistake that many people make. When you're done with your plates, don't stack them up in the center of the table; keep them exactly where they are and wait for the waiter to take them away. Your napkin should go on your lap at all times unless you excuse yourself to get up for any reason. In that case, you should neatly put the napkin on your chair. Most people think you should put it on the table, but most professionals agree that it should go on your chair. When you are done with the meal, that's when you can neatly put the napkin on the table. You don't need to fold it back up, just make it look decent.

During a professional dinner, be aware of how you present yourself. Your attitude and body language should make you look confident and genuinely glad to be attending the dinner. Dress nicely and try to arrive at least ten minutes early. Being late not only makes you look inconsiderate and rude, but it also gives off an extremely unprofessional vibe and it makes people feel like you think you're better than them. If people are giving up their time and making the effort to arrive early, you should do the same. Also, make sure you set up payment ahead of time so there is no awkward confusion or fight over who is going to pay. Generally

speaking, the person who does the inviting is the person who pays. When it comes time to order your food, let your guest order first and order the same amount of courses as they do. This way, no one is awkwardly watching someone else eat while they just sit there and talk. When it comes to alcoholic beverages, limit yourself to one. Don't order an alcoholic beverage though unless the person you are with does. Also, try to kind of mimic what they get, so if they get a glass of wine, you get a glass of wine.

Throughout dinner, you should keep the simple and basic table manners in mind. These include keeping your arms and phone off the table, sitting up straight, wiping your mouth with your napkin, and not talking with your mouth full. And then just remember common courtesy things such as saying please and thank you, leaving a tip, and not yelling at the waiter. Keep in mind, the way you act toward others shows a lot about who you are and everything you do gives yourself a personal brand. Also, this is a biggie at all dining occasions. When the waiters start to bring out the food, make sure to wait until everyone is served to begin eating.

There's also a couple of things that you should never do in any dinner situation. First, don't make loud, obnoxious slurping noises, blow on food if it's too hot, or season your food before you taste it. Never reach across the table to try someone else's food, especially if you barely know them or you are in a professional setting. I know this can be awkward, but don't try to pick up food that you dropped on the floor. Lastly, If you're at a business dinner, make sure you don't start a business conversation until everyone is done eating their main course. Alright! So that's basically the main tips for dinner etiquette. I know that was a lot of information, but if you can just remember your basic table manners and this picture I think you'll be good. Thanks yall!

Lexi- Thank you Elizabeth, Now Its time for another networking tip, TIP # 4 is to share a personal story: *Your personal stories make you sound interesting, personable and memorable. When you share a short story based off another's comment toward you, it leads to a great conversation-starter. For example, if someone compliments your watch, you can say "thank you, my grandmother gave it to me for Christmas last year and I wear it every day." Their next response might be a comment about how they love Christmas. It's all about keeping the conversation going.*

As you enjoy your salads practice this tip with the people at your table. (serve pasta)

Now its time for the main course- What to bring to an interview.

Sarah -What to bring to an interview - SARAH

- So, your resume gets you the interview. But, what do you do once you get there?
- Since most recruiters only look at your resume for an average of 6 seconds, you're lucky if you get an interview at all – so you need to make it count.
- Before I tell you how to rock your next interview, first, let me tell you a true story of an interview gone wrong.
 - A college senior was interviewing for a marketing internship at a local, well-known communication agency. This "senior" texted for the majority of her interview, had no knowledge of the industry, of the company she was interviewing with or even of the job she was applying for. This person avoided eye contact with her interviewer, seemed uninterested with brief answers and acted like she was in a boring history class.

- The moral of the story is if you're applying for an entry-level position or even an unpaid internship, treat the interview seriously and act like there's no place else you'd rather be.

Which brings me to Tip #1 – Bring Excitement to your interview. Be more excited than the person interviewing you!

- During your interview, maintain a positive and passionate attitude. Keep in mind that you want to come across as professional, yet genuine and personable.
- Once, a friend of mine was being interviewed and was told, "After seeing that you have a degree, I know that you have the skills to do this job, but I want someone who is truly genuine, personable and does not seem entitled." So remember that above all else, personality matters, but so does remaining professional.

Tip # 2 is to bring knowledge to your interview.

- Make sure you walk into the interview fully knowledgeable about the hiring company, the position you're applying for and the industry you're in. Google the company beforehand. Be familiar with the company's website and online presence. Read news stories on the company. Learn about its business, its competitors and what's new in its industry. Before your interview, don't be afraid to search for background information on the person interviewing you. Connect with them on LinkedIn and follow them on Twitter. Just don't Facebook friend them – you're not quite there yet.
- Know your resume like nobody's business. It showcases your life's work, so know it like the back of your hand. Your interviewer will likely ask you to elaborate on parts of your resume they find intriguing. Know the timeline of your resume in case you're asked what you did during a gap year. Be prepared to answer. When asked about

past projects you worked on, answer honestly, accurately and openly. Talk about how you contributed to the project, the value you added, and what you enjoyed most while working on it.

Tip #3 – My third tip for interviews is to have a set of short stories or examples prepared about your experiences and successes, and any lessons you've learned.

- Have your short stories ready to go about that time you worked on a team during your campaigns class, or that time you learned from a mistake you made. Story telling is also a great way to elaborate on your strengths, leadership skills or something you're proud of. For example, talk about something you've improved on at work or that time you planned an event for a student organization.
- Stories help grab your interviewer's attention and help deliver your message. Stories can be informative and entertaining, but most importantly, you'll be remembered when you leave the interview - which is what you want.

Tip #4 – The fourth interview tip is to ask thoughtful and fantastic questions to the person interviewing you.

- You want your job to be a good fit for you, so ask what the company culture is like. Make sure it matches your personality.
- Don't be afraid to gain some insight about the company by asking what kind of clients they represent. Ask if they have ever turned a client down - and why? You can ask them to describe the people who are most successful within that company and their behaviors. Ask what the employees who have failed have in common?

- You can learn a lot more about a company this way, as opposed to just Googling them. Questions such as these will give you a good, overall sense of the company and if you want to work there or not.

Tip #5 is to prepare in advance all materials that you might need during your interview.

- I highly recommend that you invest in a nice, leather padfolio. They typically cost about \$30 - \$60, so start saving up for one now. They also make for great Christmas and graduation gifts! In the meantime, a nice folder will do. Padfolios work well because you can fit all of your materials in one location; they also look professional and are slim and lightweight.
- Make sure you have a legal pad, 2 working pens, at least 5 copies of your resume and cover letter (on nice paper), and ample business cards tucked neatly inside your padfolio. Jot down notes during your interview - you can even write any questions you intend to ask inside your padfolio - Nothing wrong with that! If you're feeling outgoing - bring samples of your best work, or have them ready on your iPad to showcase. This makes a great impression and could land you the job.
- Lastly, 24 hours after your interview, send a handwritten thank you note or email to each person who interviewed you saying how much you appreciate the opportunity. 2 to 5 days after your interview, follow up with an email asking if they have any questions for you, or would like you to send additional work samples.
- Before you leave here tonight, the key points I encourage you to remember for your next interview are:
 - **One** - Know your resume inside and out.

- **Two** - Bring a positive, passionate and knowledgeable attitude about the industry, the company you're applying for and the position you're applying for.
- **Three** - Job interviews are a learning experience, but they're also a competition. Keep in mind you must go above and beyond what is expected of you to stand out.
- **Lastly**, you are brilliant and qualified. Think about your next interview this way: if they don't get you, they don't deserve you. Now, go get 'em, tigers!

Lexi- Now that you have an idea of what to bring to an interview, let's learn about what to wear.

Jazmine- Fashion Show- Jazmine Now we will transition to what attire is appropriate for certain occasions. Our fashion show will showcase appropriate business professional, business casual, and casual attire, and what not to wear. First we will start off with what not to wear. Next we will move on to business professional. Business professional is when you wear generally conservative clothing to portray yourself in a professional manner. This includes suits, skirts, blazers and ties. Ladies, make sure your skirts touch your knees also make sure your shirts and blouses have the appropriate neckline. Guys, simple ties colors are best. A good rule for everyone make sure your clothes fit you appropriately. Not too loose also not too tight. Next we have business casual. Business casual encourages a professional, business-like image while enjoying the advantages of more casual and relaxed clothing. This includes slacks, khakis, dress shirts, flats, blouses, dresses and button down with no tie. Same rules of appropriate neckline, not too short nor too tight or loose.

Next we have casual wear like what to wear on casual Fridays and to a possible work party or function. This includes apparel such as jeans, sweaters, cardigans, polo shirts and flannel shirts.

So where can you shop for some of these items? Stores like Ann Taylor, The LOFT, Banana Republic, Dillard's, Gap, Express, J. Crew, Macy's, TJ Maxx and Target. Some of these stores have student discounts.

Things to remember when picking an outfit:

- Avoid extremely colorful clothing; too many colors at one time can lower your professionalism.*
- Hairstyles should be appropriate for work. No messy top buns, brush your hair no crazy accessories*
- When it comes to accessories, less is more. You don't want to clutter*
- Avoid nails that are too long. Also avoid painting your nails any bright distracting colors.*
- Don't keep too many things in your pockets, as this can give the look of clutter and disorganization.*
 - Make sure you have a lint roller, and that your clothes are not wrinkled.*
- Use perfume and cologne sparingly in the workplace. This can be distracting and you never know if someone around you is allergic.*
- Never wear sports socks with a suit.*
- Closed toe shoes are the best when it comes to professionalism, avoid wearing sandals, and tennis shoes.*

Serve Dessert

Lexi- Our final networking tip of the evening is to develop the habit of introducing people.

Connecting like-minded people is a powerful way to enhance your network, and will make you seem like an asset. The idea of doing this seems foreign to many people, but it is actually easy. Do you know two people who enjoy reading

*the same type of books? Or like the same sports teams? Or love reading about history? Or work in the same industry? You get the point. Don't make it hard, just introduce the two of them by sharing their common interest. They can decide if they want to pursue the relationship further. It is also best to introduce someone and name a fact about them. **Now take a few minutes to practice that tip.***

Now we will hear from Kayla on email etiquette:

Email etiquette - Kayla

- <https://www.youtube.com/watch?v=zSNc8F9tqzY>

According to businessinsider.com, research has found that the average U.S. employee spends about **a quarter** of their time at work going through the **hundreds of emails** each employee sends and receives each day.

And yet, according to career coach Barbara Pachter, plenty of professionals still don't know how to use email appropriately.

Because people send and receive so many messages each day, many end up making embarrassing mistakes that could be detrimental in a professional interaction.

For example, you can easily miss a spelling error while typing out an email on your smartphone, or you may come off as too casual or unprofessional in tone or content.

Here are the most important email etiquette tips that Barbara Pachter outlines in her book "**The Essentials Of Business Etiquette.**"

Tips:

1. **Include a clear, direct subject line. People usually decide whether or not to open an email based on the subject line. Choose a subject line that lets the reader know you are addressing their concerns.**

- 2. Use a professional email address. Don't use email addresses that are inappropriate for the workplace, such as "hotgirl17@gmail.com" or "beerlover24@yahoo.com."**
- 3. Think twice before hitting "reply all." No one wants to read emails from 30 people that have nothing to do with them.**
- 4. Use professional salutations. Don't use laid-back expressions like, "Hey," use "Hello" or "Dear" and then the person's name.**
- 5. Use exclamation points sparingly. Don't get carried away with exclamation points and only use one to convey excitement.**
- 6. Don't include everything about you in your email signature. Instead, go for a simpler, less-info packed signature.**
- 7. Be cautious with humor. Humor can easily be misinterpreted without the right tone, body language and facial expressions, none of which can be conveyed through email. It's best to leave humor out of emails unless you know the recipient well.**
- 8. Know that people from different cultures speak and write differently. Cultural differences can easily cause miscommunication. Tailor your message depending on the receiver's cultural background and how well you know them.**
- 9. Reply to your emails, even if the email was not intended for you. It's difficult to reply to every email sent to you, but you should try.**
- 10. Proofread every message. Mistakes won't go unnoticed and you don't want the recipient judging you for making them.**
- 11. Add the email address last to avoid accidentally sending an email before you've finished writing and proofreading it.**
- 12. Double-check that you've selected the correct recipient.**

Read more:

<http://www.businessinsider.com/email-etiquette-rules-everyone-should-know-2014-9?op=1>

Closing - Lexi

Lexi- At this time, I would like to invite the Professional Development Committee and Melinda back up to the podium to answer any questions you may have.

To close, I would like to thank all of you for coming to the Professional Etiquette Dinner, I would like to thank Melinda Stallings again for speaking, the Professional Development and Fundraising committees and the PRSSA E-board for helping put this event together. I hope you learned a lot and feel prepared for any professional situation. On the back of each program provided there are a few of the tips we talked about in each part of the evening for you to take home with you. At this time, I would like to call up the PRSSA at LSU Chapter president De'Andra Roberts for a short award ceremony.