



THE COLLEGE DIVISION

About

The college/university experience for some is the next step to the career of their dreams; for others, it's the opportunity to experience the first dose of freedom from their family. How you spend your college years is very important and will affect the rest of your life.

It is essential to prepare for college and be familiar with how to conduct yourself during this experience. How you handle those years can define your future endeavors; the contacts you make; and, future opportunities.

Protocol International will equip you with the skills of appropriate etiquette and an awareness of the universally accepted rules of proper protocol that will not only allow you to succeed at your college experience but in all future endeavors.

You should choose this Protocol International program if...

- You need to understand what and how to build a great brand
- You are responsible for setting an example and inspiring appropriate behavior
- You represent your sorority, fraternity, or professional organization
- You are hosting or attending an event or special occasion where your best dining behavior is called for
- You are the Dean of Business, International Affairs, Career Services
- You are participating or managing the Internship programs
- You are interviewing
- You are going to a conference or traveling
- You need to be prepared for what to say, what to eat, what to wear, how to show up
- You want to know all of the nuances of building and sustaining a great network
- You want to make a great first impression every time
- You have an AAU Team and are developing young men and women and want to enhance their skills on and off the playing field
- You are an AD or a Coach responsible for the Team, the Athletes, the program and the School brand
- You are an elite athlete and you want to be a better performer off court and want the people around you to grow professionally
- You are a student athlete and know it will take more than your skills on the playing field to be successful
- You are a parent and want you son or daughter to practice protocol for character as well as sports for skills
- You want to win

“To play the game, you must know the rules. To win, you must know protocol.”

- Cheryl Walker -Robertson, Certified Protocol and Etiquette Expert