

# THE BUTLER LEARNING

MIDDLE EAST

## TRAINING



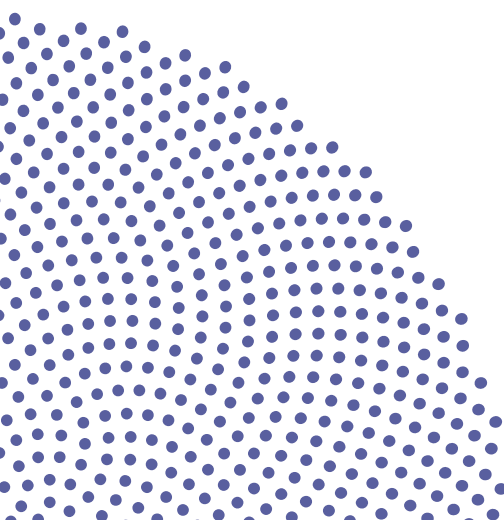
# TRAINING AS AN ACCELERATOR OF GROWTH AND COMPETITIVENESS, ENHANCES YOUR HUMAN CAPITAL FOR A BETTER CUSTOMER EXPERIENCE AND CONTRIBUTES TO THE GOOD REPUTATION OF YOUR ESTABLISHMENT

The Butler Learning supports professionals and major players in the hotel, restaurant, Private Estate and in the customer service industry.

We provide our customers with all the technical skills and interpersonal skills, and pass on the latest innovations to them, because there is no lasting knowledge unless it is shared and known to all.

This transformation of vocational training takes place through the educational and technological tools it uses. But also by reaffirming the qualitative nature that all training must have, the human dimension.

To stay aligned with the evolution of this industry and these requirements, The Butler Learning supports all its students for them to act as true ambassadors of service and produce a unique customer experience.



# BECOME THE DESIGNER OF YOUR CLIENT'S EXTRAORDINARY EVERYDAY LIFE

Do you want to upskills your teams, support them towards excellence?

Each course has been designed to get your team to the next level with the special touch and eye of a professional Butler.



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# EVENT BUTLER



**LENGTH**  
3 days



## PREREQUISITES

Appetency for organisation and communication

## THE PLUS

Acquire the tools to manage event projects

## VENUE

At the client location

## ❖ PROGRAMME

- ✓ The Butler mindset
- ✓ Design and prepare an event communication action
- ✓ Supervise the realisation of an event
- ✓ Manage event partners
- ✓ During and after the event

## ❖ LEARNING OBJECTIVES

- ✓ Ensure the organization of events: weddings, birthdays, festivals, dinners, banquets, galas, fairs, congresses, exhibitions, promotional tours, housewarmings...
- ✓ Organise diverse activities (touristic, sports, cultural).
- ✓ Setting up events for companies / hotels / individuals.

## ✓ FINAL EXAM



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# RESTAURATION – F&B BUTLER



## PREREQUISITES

Experience in F&B, attention to detail

## THE PLUS

F&B product knowledge  
The different service styles  
The ballet de service

## VENUE

At the client location

## ❖ PROGRAMME

- ✓ The Butler mindset
- ✓ The F&B world
- ✓ Personal appearance
- ✓ Food hygiene
- ✓ Service organisation
- ✓ The services styles
- ✓ Breakfasts
- ✓ Tea time
- ✓ F&B product knowledge

## ❖ LEARNING OBJECTIVES

- ✓ Understand the importance of F&B within the hospitality industry
- ✓ Understand the importance of food hygiene
- ✓ Learn the different types of breakfasts
- ✓ Master the service organisation
- ✓ How to conduct a tea service

## FINAL EXAM



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# FRONT DESK & CONCIERGE BUTLER



## PREREQUISITES

Active listening skills, communication skills, organisation skills

## THE PLUS

Luxury arrival and memorable departures drills  
The Butler emotional signature

## VENUE

At the client location

## ❖ PROGRAMME

- ✓ The Butler mindset
- ✓ The role and mission of the Butler & Concierge
- ✓ The techniques to achieve Great Welcome (physical & telephone)
- ✓ Managing communication tools
- ✓ Managing information
- ✓ Building great business relationship with the guests – guest relation
- ✓ Emotional signature – the Butler Touch
- ✓ Managing guest's requests and follow ups
- ✓ Managing guest satisfaction tools

## ❖ LEARNING OBJECTIVES

- ✓ Master Great Welcomes
- ✓ Master pre-arrivals, arrivals and post departures
- ✓ Learning the human relationship within a hospitality environment

## FINAL EXAM



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# HOUSEKEEPING BUTLER



## PREREQUISITES

Knowhow of the housekeeping environment,  
the sense of service

## THE PLUS

Gentleman's gentleman or the valet service  
The bed making techniques  
Auto-control  
The Butler touch

## VENUE

At the client location

## ❖ PROGRAMME

- ✓ The Butler mindset
- ✓ The Housekeeping world
- ✓ Effective housekeeping
- ✓ The cleaning techniques and product knowledge
- ✓ Auto-control
- ✓ Luxury turndowns
- ✓ Gentleman's gentleman
- ✓ Wardrobe care
- ✓ Shoe care
- ✓ Luxury baths
- ✓ Packing and unpacking
- ✓ Laundry care

## ❖ LEARNING OBJECTIVES

- ✓ Learn upscale room cleaning techniques
- ✓ Learn luxury turndowns
- ✓ Master the valet service
- ✓ Understand laundry care service and follow ups

## FINAL EXAM



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# BARBUTLER



**LENGTH**  
3 days



## PREREQUISITES

General public, creative, sense of detail

## THE PLUS

Trendy cocktail & mocktails making  
Coffee and hot beverages  
Lively work station  
Emotional signature  
The human dimension of service  
Upselling

## VENUE

At the client location

## ❖ PROGRAMME

- ✓ The Butler philosophy
- ✓ The attributes of the barbutler
- ✓ The tools of the barbutler
- ✓ Hygiene & security
- ✓ Bar stock management
- ✓ Beverages knowledge
- ✓ Managing and organising the work station
- ✓ Trendy cocktails & mocktails making
- ✓ Connecting with guests – the human dimension of service
- ✓ Entertaining the work station
- ✓ Everything about the coffee
- ✓ The Barbutler signature

## ❖ LEARNING OBJECTIVES

- ✓ Learn the professional methodology for the preparation and making of cocktails
- ✓ Animate the workstation and entertain customers
- ✓ Personalisation - advise clients according to their tastes and desires.

## FINAL EXAM



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# TEAM MANAGEMENT



**LENGTH**  
08 hours



## PREREQUISITES

Manager

## THE PLUS

Identify your role and responsibilities  
Master the techniques of communication  
Getting team members responsible and delegating missions  
Fixing motivating objectives and uniting the team

## VENUE

At the client's venue

## ❖ PROGRAMME

- ✓ What type of manager are you?
- ✓ Definition of a team member, a team
- ✓ The different style management
- ✓ Train and accompany your team
- ✓ Developing effective management attitudes
- ✓ Managing conflicts, methodology

## ❖ LEARNING OBJECTIVES

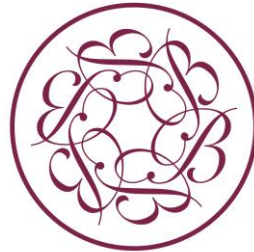
Learn to manage a team  
Learn to manage conflicts

## FINAL EXAM



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For more information, please contact us

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