

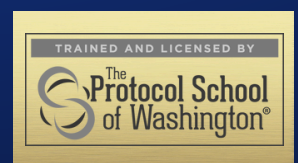


ELEVATING ETIQUETTE, LLC
INTERCULTURAL ETIQUETTE AND PROTOCOL TRAINING

Business Etiquette Training Options

More Respect. More Professionalism. Elevating Etiquette.

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ELEVATING ETIQUETTE, LLC
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Desirée's Biography



Desirée Broussard is the founder of Elevating Etiquette, LLC, a consultancy dedicated to empowering individuals and organizations through professional development in business etiquette and protocol. With over 20 years of experience in the Department of Defense and United States Air Force, Desirée has educated a broad range of audiences—from young service members to senior military leaders.

Since launching her business in 2023, she has continued to teach etiquette and protocol across industries and generations, helping individuals build confidence, communicate with professionalism, and lead with presence. Her clients include private equity firms, luxury retail associates and executives, and corporate teams seeking to elevate their brand through refined professional behavior.

Desirée's event experience spans from intimate office calls to large-scale, high-profile engagements, formal military ceremonies and events, including presidential arrivals. She has supported dignitary visits involving the Secretary of Defense, state governors, four-star generals, and international VIPs.

Known for her approachable teaching style and practical expertise, Desirée is especially effective with emerging professionals. She is passionate about preparing the next generation for success by helping them master the interpersonal and leadership skills essential in today's competitive professional landscape.

She holds certifications from the Protocol School of Washington and the Etiquette Institute, which have refined her ability to elevate events and interactions. She is a member of Protocol Diplomacy International, Leadership Las Vegas 2025 and a graduate of the University of Louisiana, Lafayette and Webster University.





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Business Etiquette Course and Presentation Options

Professional Development Offerings by Elevating Etiquette

Elevating Etiquette offers five dynamic courses, each ranging from 1 to 2 hours in length, designed to elevate professionalism, boost confidence, and enhance cultural awareness for participants at all levels of their careers. Each session includes engaging, hands-on activities and a complementary workbook to reinforce learning and encourage real-world application.

All modules are fully customizable to meet the unique objectives of your corporate group or event, making them an ideal value-add for conferences, retreats, team-building sessions, or professional development programs. With experience delivering impactful sessions for high-end retail brands, luxury hospitality groups, and statewide leadership development initiatives, Elevating Etiquette brings a polished, versatile approach to every engagement—ensuring your team receives not just instruction, but an experience.

Presentation and Pricing Overview:

In addition to course modules, Desirée also offers tailored presentations and keynote-style talks for larger groups. Whether you're seeking a breakout session or a featured speaker for a special event, she can deliver impactful, engaging content to suit your audience.

- Workshops: Ranging from \$150–\$300 per course, per participant, based on session length, group size, and customization level.
- Speaking Engagements: Range from \$750–\$2,500 depending on length, topic and audience size.





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Business Etiquette Course Options

1. The Power of Professional Presence Course

This course empowers students to exude confidence, foster connections, and build credibility in professional environments. It delves into how appearance, body language, and clothing choices contribute to creating a strong first impression.

Key Topics:

- First Impressions
- Business Attire and Color Psychology
- Guidelines for Dress Fit and Appearance
- Professional Dress Do's and Don'ts



2. How to Succeed in the International Arena Course

Students will develop a foundational understanding of cross-cultural communication and workplace dynamics through understanding the 5 dimensions of culture. This course equips them to connect effectively with clients and colleagues from various backgrounds.

Key Topics:

- Cultural Awareness and Influence
- Stereotypes and Generalizations
- The Five Dimensions of Culture
- International Introductions and Business Etiquette



3. Outclass the Competition Course

This course provides students with the skills to distinguish themselves professionally through etiquette, effective communication, and a commanding presence.

Key Topics:

- Etiquette and Protocol Intelligence
- Confident Networking Strategies
- Handshakes and Introductions
- Forms of Address and Nonverbal Communication





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Business Etiquette Course Options

4. Dine Like a Diplomat Course ***Signature Course!*

This signature course typically includes a 1-hour presentation but can be expanded to a 3- to 4-hour immersive dining experience. Participants will practice formal dining etiquette, host and guest duties, toasting, networking, and receiving line skills during a formal dinner setting, ensuring they leave with the confidence to navigate any professional dining scenario. This expanded option is ideal for those looking to enhance their social presence and networking abilities in high-level environments.

Key Topics:

- Fundamentals of Table Etiquette
- Understanding and Navigating Formal Place Settings
- Differences Between American and European Dining Styles
- How to be a Good Host/Good Guest
- Toasting, Conversation Skills (Pace and Topics)
- Networking and Receiving Line Skills



5. Business Protocol for Professionals Course

This course introduces the principles of formal etiquette and protocol necessary for representing organizations in high-stakes settings.

Key Topics:

- Business Precedence
- Business Seating
- Appropriate Forms of Address
- Corporate Flag Etiquette
- Ceremony Etiquette and Protocol
- Official Gifts and Representation at Formal Events





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Business Etiquette Presentation Options



Professional Etiquette Protocol Presentations

Desirée brings the energy with dynamic, down-to-earth presentations that connect with audiences of all sizes. This customizable session breaks down key etiquette and protocol principles in a way that's relevant, relatable, and tailored to your group's professional setting—so everyone walks away informed, empowered, and ready to shine. Ideal for conferences, leadership summits, and special events seeking a dynamic and informative speaker to elevate professional presence across the board.

Key Topics May Include:

- Fundamentals of Business Etiquette
- Protocol for Formal Ceremonies and Events
- International and Interagency Considerations
- Senior Leader Engagement and Introductions
- Cultural Awareness and Professional Representation
- Customized topics of your choice

Dining Etiquette for the Modern Professional

This engaging presentation offers a practical and polished overview of dining etiquette, designed to boost confidence in both formal and informal dining settings. Can be delivered as a standalone seminar or paired with a formal meal for hands-on practice. Perfect for corporate dinners, leadership development programs, or client-facing teams who regularly attend business meals.

Key Topics:

- Navigating Place Settings with Ease
- The Silent Service Code
- Conversational Do's and Don'ts
- Hosting vs. Guest Responsibilities
- Dining Etiquette in Global Contexts