

TRAINING PROJECT

BASIC TRAINING IN:

CUSTOMER MANAGEMENT HOSPITALITY

WE ARE A COMPANY FOR PEOPLE

For years, the need to found GIO HOSPITALITY SCHOOL in Portugal has been a dream. Finally, all the conditions are met to train professionals in the area of Customer Management and Hospitality and to give them not only the - know -, but the execute -.

We are a formative company made of people, focused on people. We have only one goal: to pass on our experience and our knowledge to future professionals who will have at hand customers of the luxury segment and a lot of luxury.

CONTENTS OF THE DOSSIER

This dossier aims to provide information on the training programme of GIO HOSPITALITY SCHOOL courses, :

- Basic Course of Customer Management and Hospitality
- Medium Course of Customer Management and Hospitality
- Diploma of expert in Customer Management and Hospitality

This training program aims to be carried out during the second semester of the year 2021 and under the valences and requirements of GIO HOSPITALITY SCHOOL itself, .

RECIPIENTS

- Luxury hospitality and hospitality professionals
- Interested (and professional) in hospitality techniques
- Butlers with or without title
- Cabin crew
- Executive personal assistants

- Professionals and interior cabin crew of pleasure yachts
- Interested (and professionals) in the area of protocol
- Professionals related to the area of organization (with special focus on wedding planners)
- Professionals in the luxury sector

GENERAL TRAINING OBJECTIVES

- Instruct professionals to develop, with guarantee of success, responsibilities related to: direct personal assistance to guests and customers, management of the customer experience and direction in butler services in luxury hotels and luxury hotels.
- Instill and reinforce the taste for details, for an excellent presence, the taste for the order and elegance of personal and professional attitude and improve the vocation / attention in serving customers of luxury hotels and very luxury.
- Be prepared to provide the highest competence to guests and customers.
- Train professionals in personal assistance to top executives so that they can anticipate their needs.
- Learn about the luxury consumption modes of the world's leading cultures.

- Prepare reports
- Create, organize and direct highperformance work teams with a focus on guest attention
- Plan and coordinate social and official events.
- Possess the necessary knowledge for the maintenance and conservation of works of art
- Ensure the hygienic and sanitary conditions of your team, as well as the food they handle.
- Possess basic knowledge for customer safety, as well as first aid knowledge (data in training)
- Practice service techniques at the table, sitting and standing.



- Know how to handle wines, perform traditional cocktails and perform functions inside the bar.
- Learn how to manage customer relationships on various social networks or hospitality-related opinion platforms
- Distinguish concierge services
- Understand the responsibilities of Ruler and Housekeeping, do and undo equipand master the basic services of chamberlain.
- Master the techniques of protocol, etiquette and courtesy applied in the context of luxury hospitality.
- Become familiar with etiquette clothing at the international and diplomatic level
- Learn how to support guests with physical limitations.
- Plan international trips for executives
- Learn effective personal communication techniques.
- Train customer-oriented attention techniques in order to provide you with pleasant and exclusive experiences.
- Mastering non-verbal language to identify gaps in customers
- Master the execution techniques and their components in hotels, yachts and airplanes.



PRACTICAL CLASSES AND POSSIBLE MODIFICATIONS TO THE PROGRAM

GIO HOSPITALITY SCHOOL reserves the right to add or modify its training programs. In any case, all students who have participated in the courses will have the right to attend, free of charge, in person or at a distance, to the new contents of the modified courses or those that are given again.



FACE-TO-FACE AND DISTANCE COURSES

They are exactly the same. Any student who participates in the online course of: - Basic Course in Customer and Hospitality Management - Medium Course in Customer Management and Hospitality - Expert Diploma in Customer and Hospitality Management - First aid you can participate in the practical classes scheduled in any of the face-toface courses as long as you make the request in time.

If the training program for the Diploma of Expert in Customer and Hospitality Management course includes new subjects and seminars in the future, all students who have attended it in previous years will be able to attend the new subjects free of charge as long as they make the request with the application. due in advance.

Specific objectives

Training related to Soft Skills in order to create solid, effective and empathic relationships with customers and guests

Consolidate exclusive relationships with customers and guests in order to offer them a personalized service adapted to their needs

Training has several levels, from the most basic to the most complex. The last and highest level is the - Diploma of expert in Customer Management and Hospitality.



These courses offer:

KNOWLEDGE AND SKILLS OF BUTLER AND STEWARDSHIP ASSISTANTS

KNOWLEDGE AND SKILLS OF BUTLER AND

STEWARDSHIP ASSISTANTS

IMPROVES THE RELATIONSHIP WITH CLIENTS IN THE

LUXURY AND VERY LUXURY SEGMENT

TRAINING PROGRAM GIO HOSPITALITY SCHOOL

BASIC COURSE IN CUSTOMER MANAGEMENT AND HOSPITALITY MEDIUM COURSE IN CUSTOMER MANAGEMENT AND HOSPITALITY EXPERT DIPLOMA IN CUSTOMER AND HOSPITALITY MANAGEMENT

REQUIREMENTS

Duration: of course: 40 hours

Access: Selection based on Curriculum Vitae and interview (by phone or videoconference)

Recipients: Everyone who wants to improve their basic knowledge in the area of guest services in the Hospitality industry. Employees or those interested in working in luxury and very luxury hotels. Cabin crew members of recreational yachts, commercial and private aircraft. Personal assistants.

Price: € 1200, paid in full at the time of registration.

BASIC COURSE IN CUSTOMER AND HOSPITALITY MANAGEMENT

MODULE 1

PROTOCOL, SOCIAL USES AND COMMUNICATION

- Protocol and disability
- Etiquette and Clothing
- Explicit Communication
- Knowing how to be and knowing how to be: protocol for high patents
- First aid

MODULE 2

HOSPITALITY AND PROPERTY MANAGEMENT

- Cocktails and bar service
- First aid and bromatology
- Silver service: how to eat
- First aid

MODULE 3

TEAM MANAGEMENT AND MANAGEMENT

- Conflict management and guest care
- Event organization
- travel arrangements
- First aid



ADVANCED COURSE IN CUSTOMER AND HOSPITALITY MANAGEMENT

MODULE 1

PROTOCOL, SOCIAL USES AND COMMUNICATION

- Personal communication
- Interculturality
- Non-verbal communication applied to hospitality
- First aid

MODULE 2

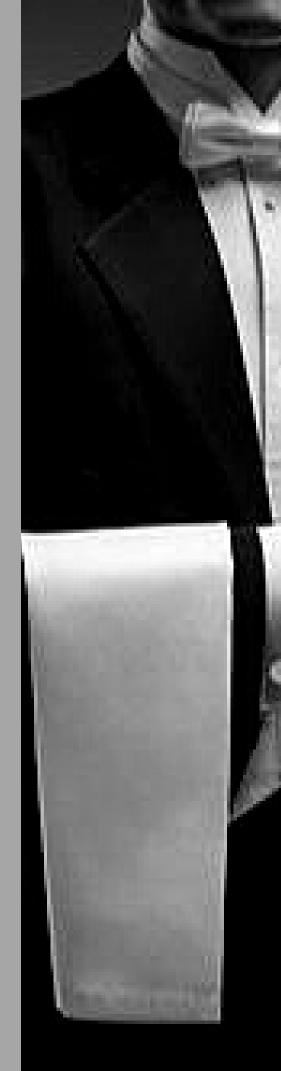
HOSPITALITY AND PROPERTY MANAGEMENT

- Concierge / RRPP
- Sumiller (professional responsible for the wine list)
- Maintenance of works of art
- Luxury and mascot care (dogs)
- First aid

MODULE 3

TEAM MANAGEMENT AND MANAGEMENT

- Leadership and Team Management
- Open source intelligence
- Customer experience management
- First aid



EXPERT DIPLOMA IN CUSTOMER AND HOSPITALITY MANAGEMENT

MODULE 1

PROTOCOL, SOCIAL USES AND COMMUNICATION

- Arab Culture
- Oriental culture
- Russian Culture
- First aid

MODULE 2

HOSPITALITY AND PROPERTY MANAGEMENT

- Safety of officers
- Housekeeping and housekeeping service
- Organization and order applied to the stewardship service
- First aid

MODULE 3

TEAM MANAGEMENT AND MANAGEMENT

- Techniques for house manager
- Industry and luxury in Hospitality
- Techniques for TCP positions
- Techniques for pleasure yacht chief stews
- First aid



EXPAND YOUR KNOWLEDGE WITH US!

FORMATIVE MODALITIES

A PROPOSAL FOR: GIO HOSPITALITY SCHOOL



IN-PERSON TRAINING IS EXACTLY THE SAME AS DISTANCE / ONLINE TRAINING

- Students can combine distance learning with primary education as long as the training takes place synchronously
- All courses start and end on the same day (4 hours)
- All training sessions are recorded and placed online for access to all trainees after 24 hours
- After each training session the student has access to the recording of classes, the presentation of the teacher and a self-assessment test
- According to the needs of the students, GIO HOSPITALITY SCHOOL can provide other types of materials and / or pedagogical support.
- All times defined in the formations will be times based on the time zone of mainland Portugal

DISTANCE TRAINING

Schedule

Students must ensure that they have all the technical means for an effective hearing and visualization of the lessons. GIO HOSPITALITY SCHOOL can contribute to a brief basic training in handling the platform used for teaching purposes.

The online courses are developed in interactive sessions on Fridays and Saturdays with a duration of 4 hours and using the ZOOM or similar platform.

BASIC COURSE IN CUSTOMER AND HOSPITALITY MANAGEMENT

Date:

Time to be defined

ADVANCED COURSE IN CUSTOMER AND HOSPITALITY MANAGEMENT

Date:

Time to be defined

EXPERT DIPLOMA IN CUSTOMER AND HOSPITALITY MANAGEMENT

Date:

Time to be defined



FACE-TO-FACE TRAINING

Schedule

The face-to-face training takes place in 4-hour sessions at a time and place to be defined

BASIC COURSE IN CUSTOMER AND HOSPITALITY MANAGEMENT

Date:

Time to be defined

ADVANCED COURSE IN CUSTOMER AND HOSPITALITY MANAGEMENT

Date:

Time to be defined

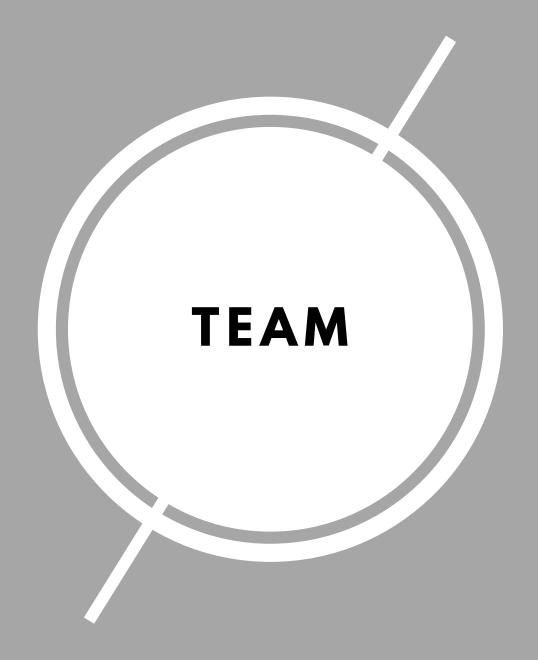
EXPERT DIPLOMA IN CUSTOMER AND HOSPITALITY MANAGEMENT

Date:

Time to be defined



EXPAND YOUR KNOWLEDGE WITH US!



A PROPOSAL FOR: GIO HOSPITALITY SCHOOL



Teaching staff

- Sandrina Francisco
- Vasco Ribeiro
- Manuela Pereira

ARTUR Davtyan - Ceo



Over a decade of experience in hospitality and luxury service concierge worldwide.

I have been working for over 5 years with the Royal Saudi family on protocol and agenda organization.

Fluent in: Portuguese, Spanish, German, English, Russian,, Armenian, French

Founder of Luxus Business Agency Paris Founder of Gio Lifestyle Management Founder of Gio hospitality school

S A N D R I N A F R A N C I S C O



Businesswoman, fashion producer, consultant in the field of fashion, image and luxury, stylist, coolhunter, trainer and presenter,

Graduated in International Relations from ISCSP / UTL and with a postgraduate degree in Image Consulting from ISLA and a course in Marketing of Services and Luxury products from Univ. Católica de Lisboa., She has a postgraduate degree in Communication and trends at FLUL.

In television, she has been a presenter and producer since 2004 at RTP, and for 7 years she was the face of the program Moda Portugal at RTP i, RTP Africa and RTP Memória. At RTP1 she presented the fashion and image rubric "Espelho Meu". At Sport Tv + she is responsible for the image of the information pivots, a position she also holds at Bola TV, where she also coordinates a team of makeup artists. She is a commentator on Sporting TV.

She assumes the direction of FASHION STUDIO and gives training in Portugal in several institutions. She coordinates fashion productions at IADE. She is a consultant for several companies and clinics in the area of image and fashion: (L'Oréal Group, Jerónimo Martins, Louis Vuitton, Burberry, Brodheim Group, Century 21, Remax, Mac Donalds, Sephora, Clínica Em forma, YSL, among many others) where he gives training in the area of image, dress code and communication.

She does styling in video clips having worked with national and international singers, and in national magazines.

She does the creative direction of national brands and writes for several magazines.

VASCO RIBEIRO



Born in Caldas da Rainha, he holds a PhD in Business Sciences in the Marketing specialty, from the Fernando Pessoa University in Porto, in 2016. Degree in Restaurant and Catering Management and Master in Marketing and Tourism Promotion, from the Escola Superior de Turismo e Tecnologia do Mar de Peniche - Polytechnic Institute of Leiria, in 2012.

Author of the book "Etiquette Moderna", published by Contraponto in 2019.

Author of the book "Courtesy, Etiquette & Protocol in Luxury Hotels", published by Chiado Editora in 2017 (2nd edition).

Specialist, Image, Etiquette and Protocol Consultant in Luxury Hospitality and Corporate Events.

TV Commentator on Etiquette & Protocol.

Ambassador and Lecturer at ISLA de Santarém.

Professor at the Polytechnic Institute of Tomar.

Coordinator of the postgraduate course in Image, Protocol and Event Management at the European University.

I was Director of Marketing and Public Relations at Hopelanda (fashion, television, public figures, etiquette and social protocol, look and show).

M A N U E L A P E R E I R A



Manuela Pereira is GhostWriter (dozens of works written for other authors) and Writer (3 works of his own).

She plays a role in Social Communication (directing content in a digital magazine and communicating various brands).

She has been on television and radio, but has been writing since 2008, when she started developing chronicles in local newspapers,

- She has 3 books by her:
- Pact of Silence
- Fleeting Maternities
- Between Heaven and Earth

With extensive experience in the world of literature and writing, Manuela Pereira has a curriculum that speaks for itself.

Since the works published in her own name, works as GhostWriter and the content director of a digital magazine that crosses the world, she dedicates her time to build narratives and texts in their most varied forms.

With a degree in Humanities since 2000, she collects extensive experience in the field of training, where she has worked in EF and EFA courses, New Opportunities and in some private institutions in the area of communication techniques.

She gives lectures and gives workshops.