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Global Learning for Operational Leaders



ADMINISTRATION AND SECRETARIAL | AS-032

Professional Image and Workplace Etiquette for Assistants

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Course content

Why Attend

Assistants work closely with senior leaders, clients and partners, and are often seen as an extension of the executive they support. Their manner, appearance, communication and judgement influence how people perceive both their manager and the organisation.

This Professional Image and Workplace Etiquette for Assistants training course helps participants project confidence, credibility and professionalism in every interaction. Participants explore personal presentation, business etiquette, meeting and dining conduct, telephone and digital etiquette, cross-cultural courtesy and the behaviours that build trust with senior stakeholders.

Course Methodology

• The course is practical and supportive, combining short presentations, self-assessment, demonstrations, video analysis, role-plays and peer feedback. Participants practise introductions, meetings, telephone handling and difficult conversations in a safe environment and leave with a personal image and development plan.

Course Objectives

• Understand how professional image affects credibility and career progression

• Apply principles of personal presentation suited to different business settings

• Use correct etiquette for introductions, meetings, events and business meals

• Practise professional telephone, email and online meeting etiquette

• Show cultural sensitivity when working with international visitors and colleagues

• Demonstrate discretion, tact and sound judgement in sensitive situations

Target Audience

• Executive and personal assistants

• Secretaries and administrative officers

• Receptionists and front office professionals



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• Office coordinators supporting senior leaders



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Course outline

Detailed course outline

Day-by-day outline for Professional Image and Workplace Etiquette for Assistants.

Day 1 - The Power of Professional Image

• 09:00-09:34 | Professional Image Defined: Appearance, behaviour, communication and reliability

• 09:34-10:08 | First Impressions: How they are formed and how to manage them

• 10:08-10:42 | The Assistant as Ambassador: Representing leaders and the organisation

• 10:42-11:00 | Self-Assessment: How others currently perceive you

• 11:00-11:30 | Coffee break

• 11:30-11:46 | Self-Assessment: How others currently perceive you (continued)

• 11:46-12:20 | Confidence and Posture: Non-verbal signals of credibility

• 12:20-12:53 | Personal Presentation: Dress codes and grooming for different settings

• 12:53-14:00 | Group Exercise: Analysing positive and negative first impressions

Day 2 - Business Etiquette Essentials

• 09:00-09:34 | Greetings and Introductions: Names, titles and handshakes

• 09:34-10:08 | Meeting Etiquette: Arriving, participating and following up

• 10:08-10:42 | Business Dining Etiquette: Hosting and attending meals

• 10:42-11:00 | Event and Reception Conduct: Networking with poise

• 11:00-11:30 | Coffee break

• 11:30-11:46 | Event and Reception Conduct: Networking with poise (continued)

• 11:46-12:20 | Office Etiquette: Shared spaces, noise and courtesy

• 12:20-12:53 | Gifts and Hospitality: Accepting and declining appropriately

• 12:53-14:00 | Practice Session: Introductions and networking role-plays



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Day 3 - Communication and Digital Etiquette

• 09:00-09:34 | Telephone Etiquette: Tone, screening calls and taking messages

• 09:34-10:08 | Email Etiquette: Structure, tone, recipients and response times

• 10:08-10:42 | Online Meeting Etiquette: Camera, background, sound and participation

• 10:42-11:00 | Instant Messaging and Collaboration Tools: Professional use

• 11:00-11:30 | Coffee break

• 11:30-11:46 | Instant Messaging and Collaboration Tools: Professional use (continued)

• 11:46-12:20 | Social Media and Personal Reputation: Boundaries and risks

• 12:20-12:53 | Writing on Behalf of an Executive: Matching voice and style

• 12:53-14:00 | Workshop: Rewriting emails for a professional tone

Day 4 - Cultural Awareness and Sensitive Situations

• 09:00-09:34 | Cross-Cultural Etiquette: Greetings, time and communication styles

• 09:34-10:08 | Hosting International Visitors: Preparation and courtesy

• 10:08-10:42 | Discretion and Confidentiality: Protecting sensitive information

• 10:42-11:00 | Handling Gossip and Office Politics Professionally

• 11:00-11:30 | Coffee break

• 11:30-11:46 | Handling Gossip and Office Politics Professionally (continued)

• 11:46-12:20 | Managing Difficult Visitors and Demanding Callers

• 12:20-12:53 | Tactful Communication: Saying difficult things diplomatically

• 12:53-14:00 | Role-Play: Handling an awkward situation with a senior visitor



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Day 5 - Building Your Professional Brand

• 09:00-09:34 | Personal Brand: Values, strengths and reputation

• 09:34-10:41 | Building Trust with Executives: Reliability and anticipation

• 10:41-11:00 | Assertiveness with Courtesy: Expressing views respectfully

• 11:00-11:30 | Coffee break

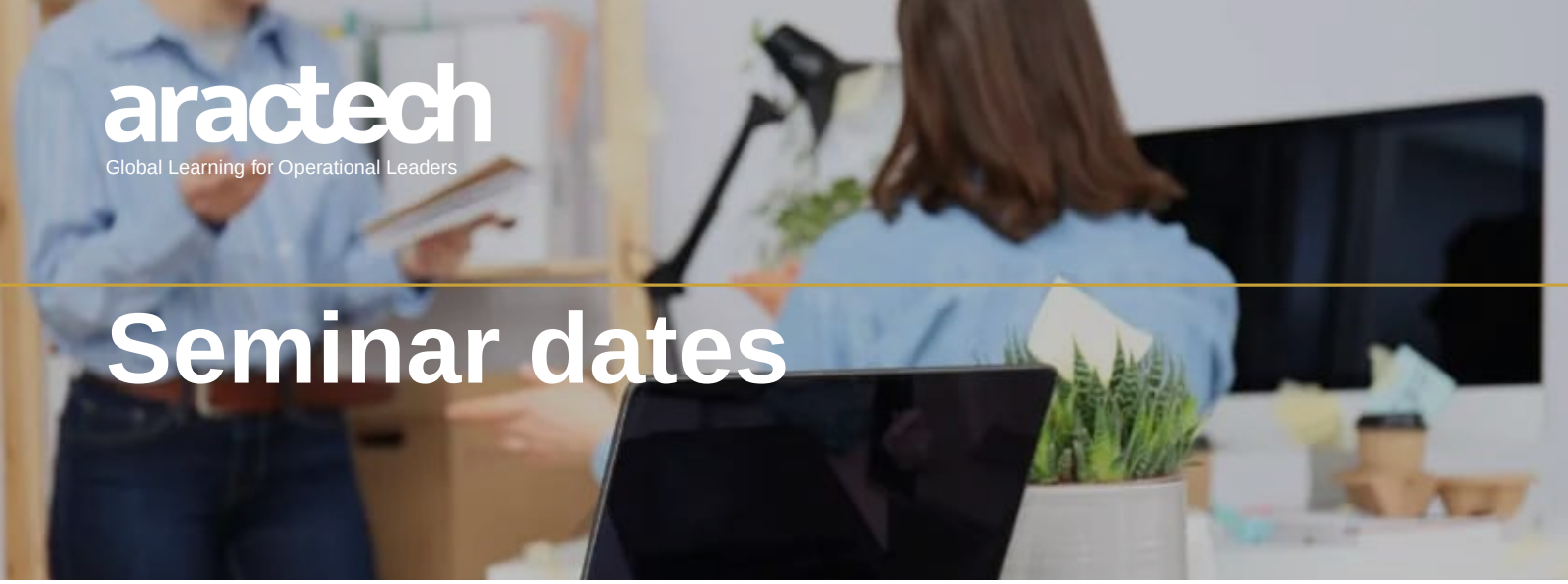
• 11:30-11:45 | Assertiveness with Courtesy: Expressing views respectfully (continued)

• 11:45-12:19 | Career Development for Assistants: Skills and opportunities

• 12:19-12:53 | Professional Networks and Continuous Learning

• 12:53-13:27 | Personal Action Plan: Image and etiquette commitments

• 13:27-14:00 | Final Activity: Personal presentation and peer feedback



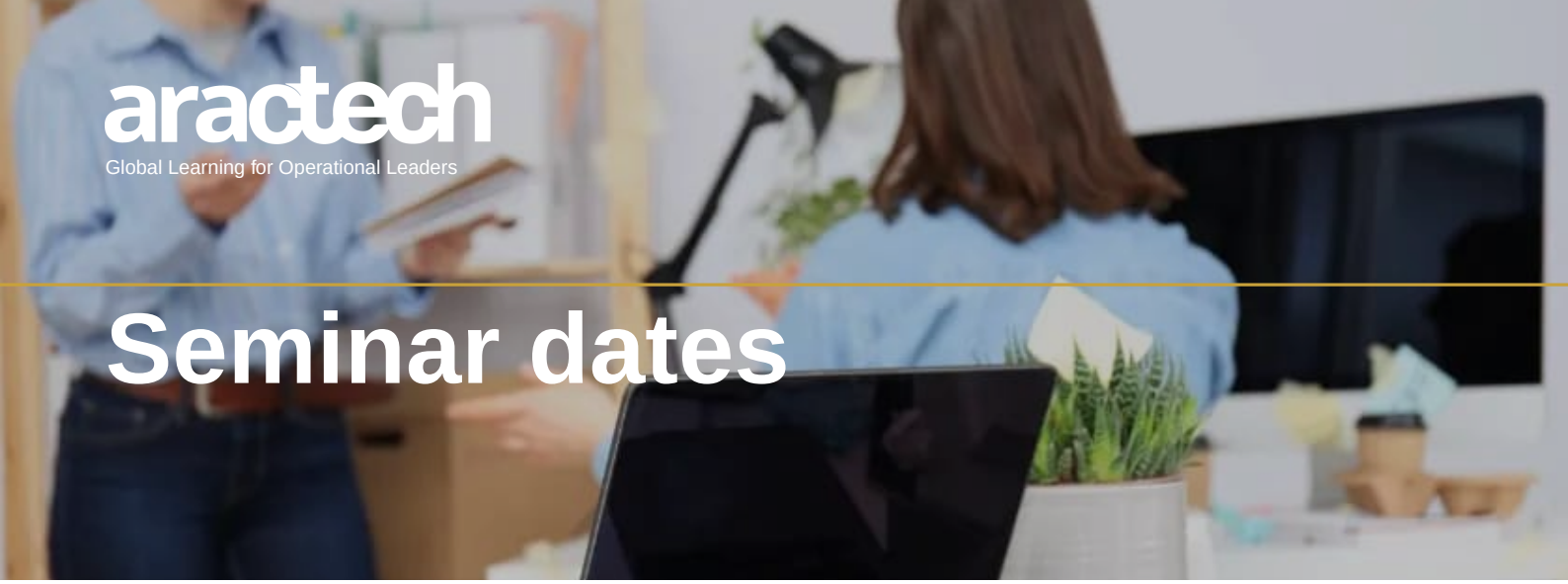
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Seminar dates

Available seminar dates

Live dates and pricing for Professional Image and Workplace Etiquette for Assistants generated from the course details page.

Date	Location	Format	Fee
21 - 25 December 2026	London	Classroom	**€2,915**
7 - 11 December 2026	Barcelona	Classroom	**€2,275**
14 - 18 December 2026	Frankfurt	Classroom	**€2,175**
4 - 8 January 2027	London	Classroom	**€2,915**
11 - 15 January 2027	Barcelona	Classroom	**€2,275**
18 - 22 January 2027	Frankfurt	Classroom	**€2,175**
25 - 29 January 2027	Geneva	Classroom	**€3,315**
8 - 12 February 2027	London	Classroom	**€2,915**
15 - 19 February 2027	Barcelona	Classroom	**€2,275**
22 - 26 February 2027	Frankfurt	Classroom	**€2,175**



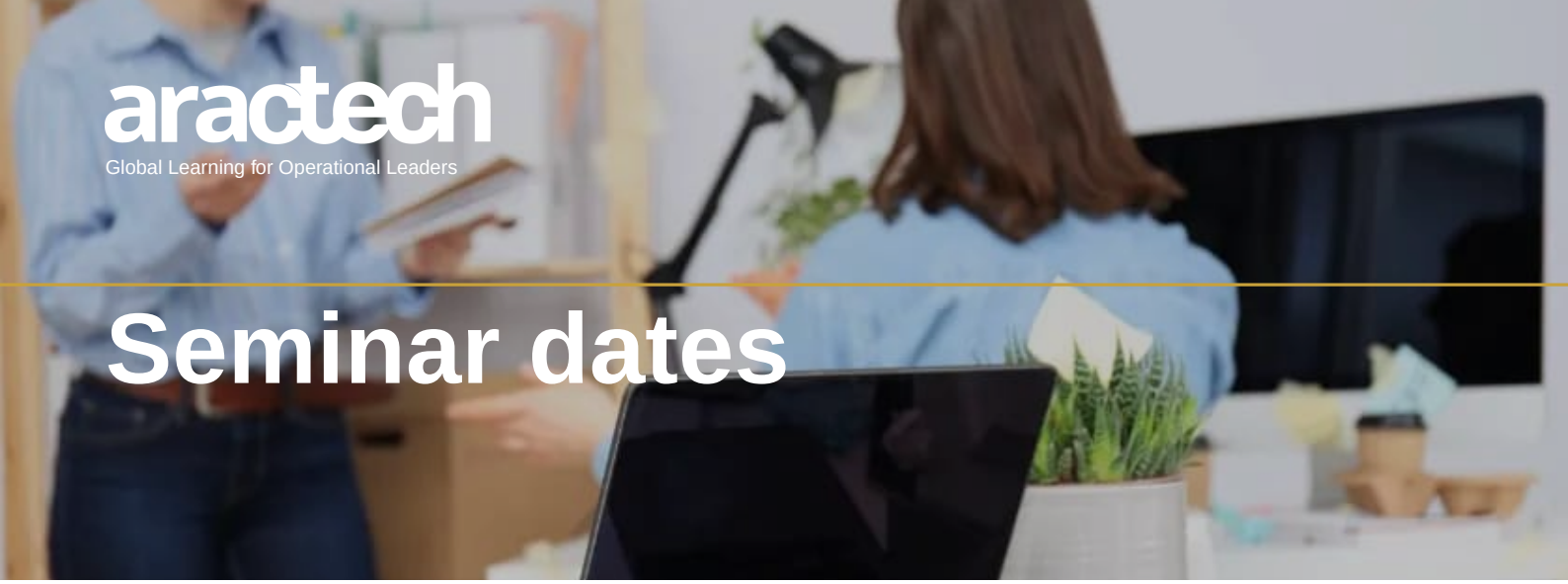
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Date	Location	Format	Fee
1 - 5 February 2027	Istanbul	Classroom	**€2,825**
15 - 19 March 2027	London	Classroom	**€2,915**
22 - 26 March 2027	Barcelona	Classroom	**€2,275**
1 - 5 March 2027	Frankfurt	Classroom	**€2,175**
8 - 12 March 2027	Kuala lumpur	Classroom	**€2,425**
26 - 30 April 2027	London	Classroom	**€2,915**
5 - 9 April 2027	Barcelona	Classroom	**€2,275**
12 - 16 April 2027	Frankfurt	Classroom	**€2,175**
19 - 23 April 2027	Madrid	Classroom	**€3,400**
3 - 7 May 2027	London	Classroom	**€2,915**



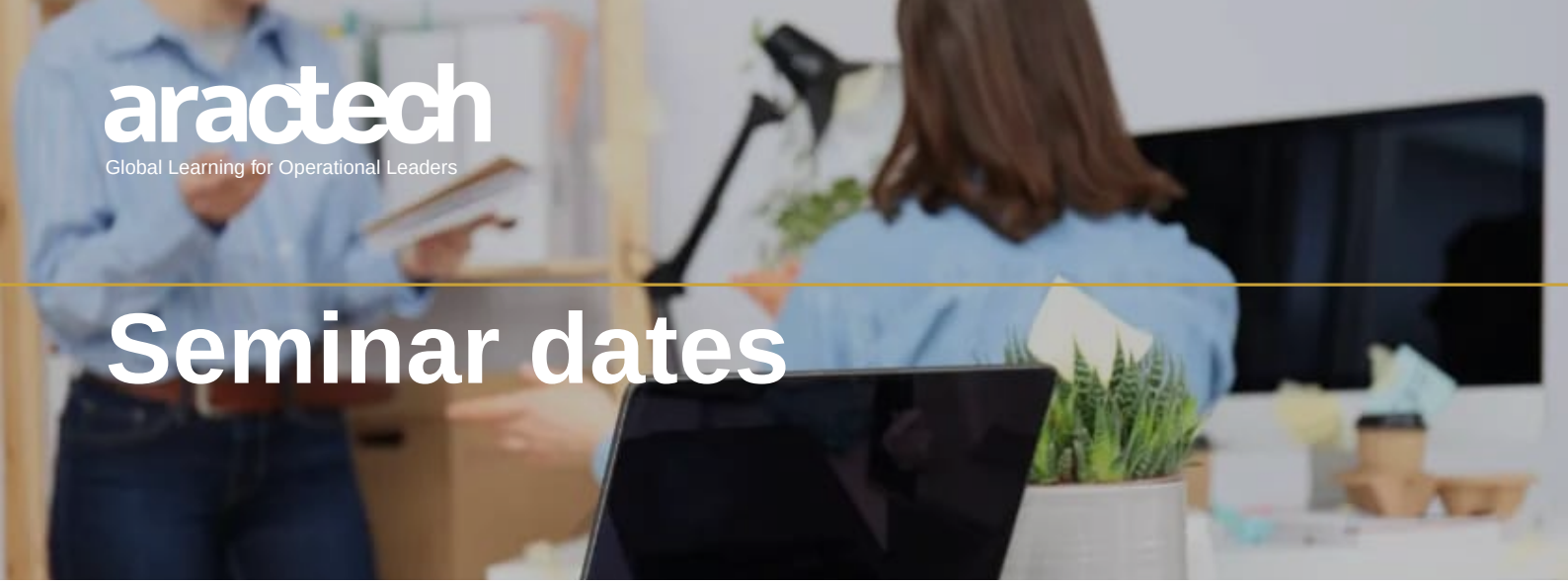
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Live dates and pricing for Professional Image and Workplace Etiquette for Assistants generated from the course details page.

Date	Location	Format	Fee
10 - 14 May 2027	Barcelona	Classroom	**€2,275**
17 - 21 May 2027	Frankfurt	Classroom	**€2,175**
24 - 28 May 2027	Munich	Classroom	**€2,425**
21 - 25 June 2027	London	Classroom	**€2,915**
7 - 11 June 2027	Barcelona	Classroom	**€2,275**
14 - 18 June 2027	Frankfurt	Classroom	**€2,175**
19 - 23 July 2027	London	Classroom	**€2,915**
26 - 30 July 2027	Barcelona	Classroom	**€2,275**
5 - 9 July 2027	Frankfurt	Classroom	**€2,175**
12 - 16 July 2027	Rome	Classroom	**€2,830**



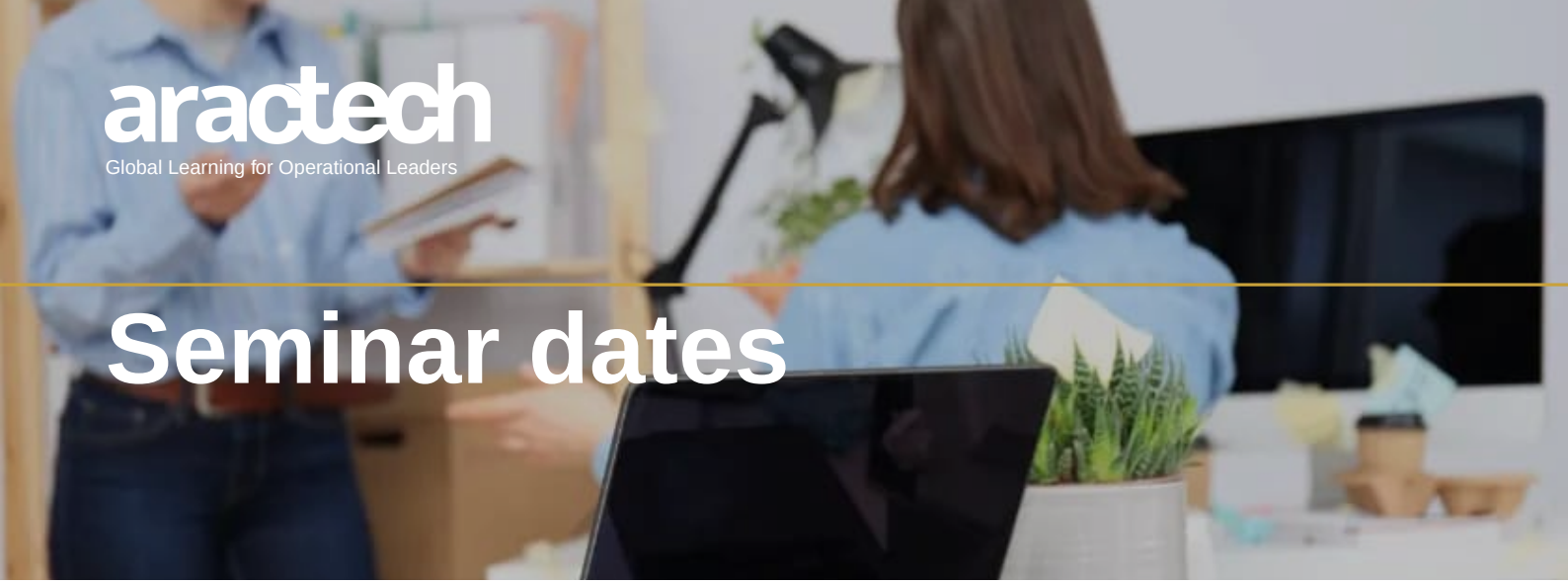
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Date	Location	Format	Fee
23 - 27 August 2027	London	Classroom	**€2,915**
2 - 6 August 2027	Barcelona	Classroom	**€2,275**
9 - 13 August 2027	Frankfurt	Classroom	**€2,175**
16 - 20 August 2027	Vienna	Classroom	**€3,425**
20 - 24 September 2027	London	Classroom	**€2,915**
6 - 10 September 2027	Barcelona	Classroom	**€2,275**
13 - 17 September 2027	Frankfurt	Classroom	**€2,175**
11 - 15 October 2027	London	Classroom	**€2,915**
18 - 22 October 2027	Barcelona	Classroom	**€2,275**
25 - 29 October 2027	Frankfurt	Classroom	**€2,175**



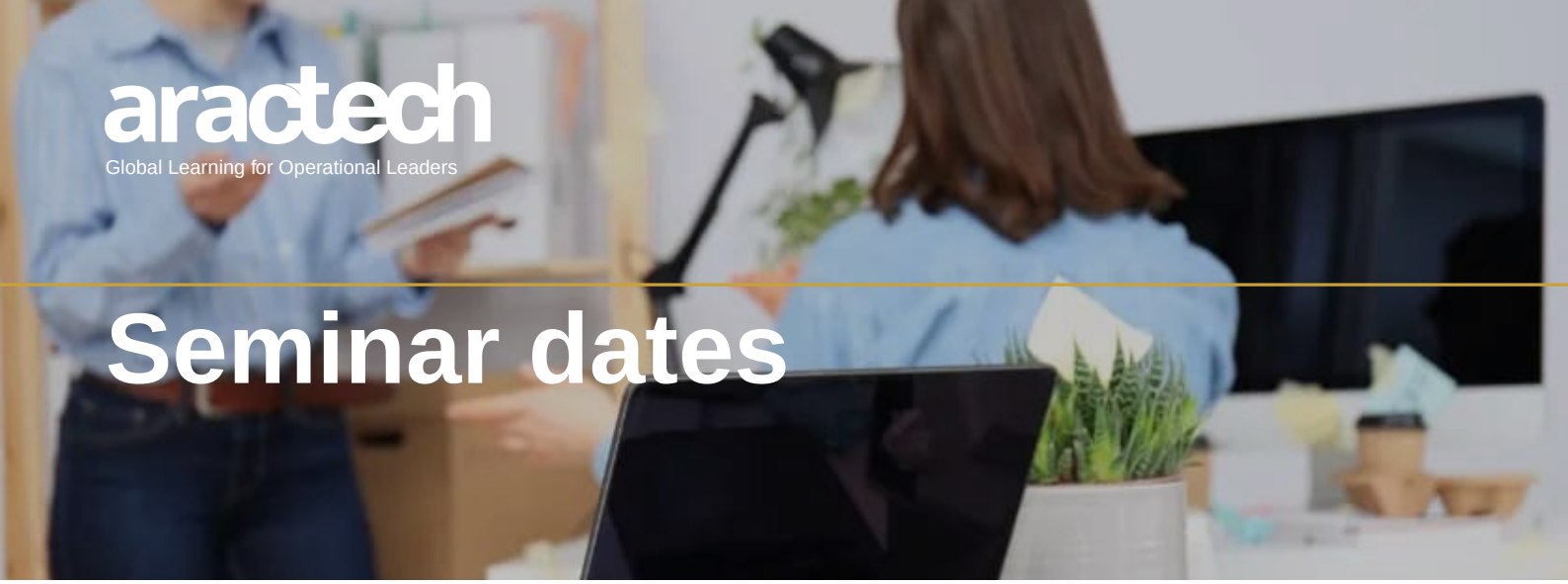
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Date	Location	Format	Fee
4 - 8 October 2027	Cape Town	Classroom	**€1,825**
15 - 19 November 2027	London	Classroom	**€2,915**
22 - 26 November 2027	Barcelona	Classroom	**€2,275**
1 - 5 November 2027	Frankfurt	Classroom	**€2,175**
8 - 12 November 2027	Dubai	Classroom	**€2,845**
27 - 31 December 2027	London	Classroom	**€2,915**
6 - 10 December 2027	Barcelona	Classroom	**€2,275**
13 - 17 December 2027	Frankfurt	Classroom	**€2,175**
20 - 24 December 2027	Geneva	Classroom	**€3,315**
21 - 25 December 2026	Online / Live	Online / Live	**€1,625**



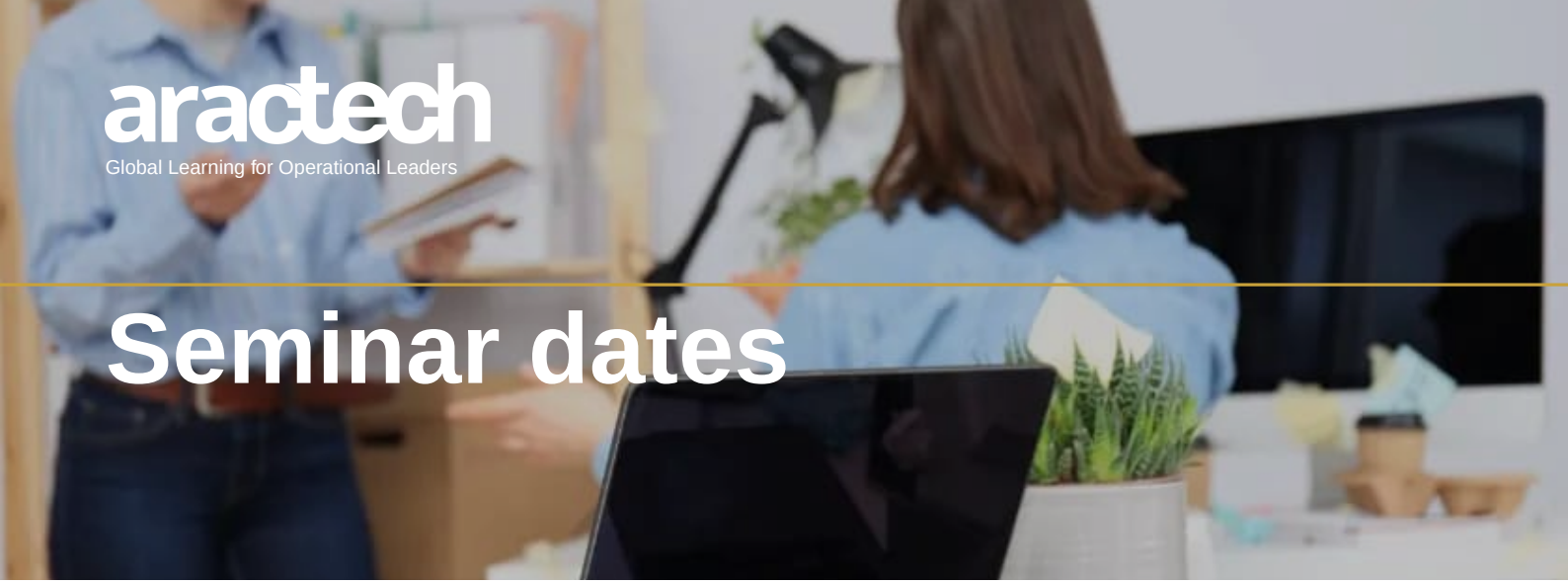
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Date	Location	Format	Fee
7 - 11 December 2026	Online / Live	Online / Live	**€1,625**
14 - 18 December 2026	Online / Live	Online / Live	**€1,625**
4 - 8 January 2027	Online / Live	Online / Live	**€1,625**
11 - 15 January 2027	Online / Live	Online / Live	**€1,625**
18 - 22 January 2027	Online / Live	Online / Live	**€1,625**
25 - 29 January 2027	Online / Live	Online / Live	**€1,625**
8 - 12 February 2027	Online / Live	Online / Live	**€1,625**
15 - 19 February 2027	Online / Live	Online / Live	**€1,625**
22 - 26 February 2027	Online / Live	Online / Live	**€1,625**
1 - 5 February 2027	Online / Live	Online / Live	**€1,625**



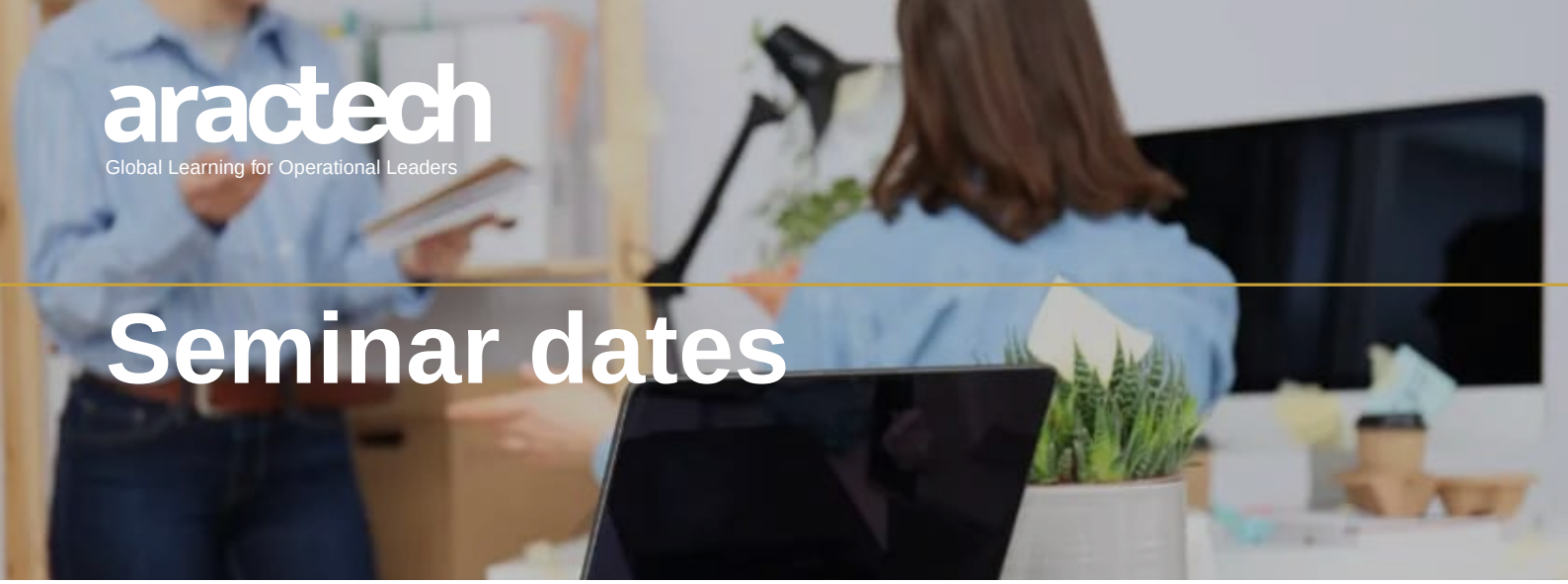
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15 - 19 March 2027	Online / Live	Online / Live	**€1,625**
22 - 26 March 2027	Online / Live	Online / Live	**€1,625**
1 - 5 March 2027	Online / Live	Online / Live	**€1,625**
8 - 12 March 2027	Online / Live	Online / Live	**€1,625**
26 - 30 April 2027	Online / Live	Online / Live	**€1,625**
5 - 9 April 2027	Online / Live	Online / Live	**€1,625**
12 - 16 April 2027	Online / Live	Online / Live	**€1,625**
19 - 23 April 2027	Online / Live	Online / Live	**€1,625**
3 - 7 May 2027	Online / Live	Online / Live	**€1,625**
10 - 14 May 2027	Online / Live	Online / Live	**€1,625**



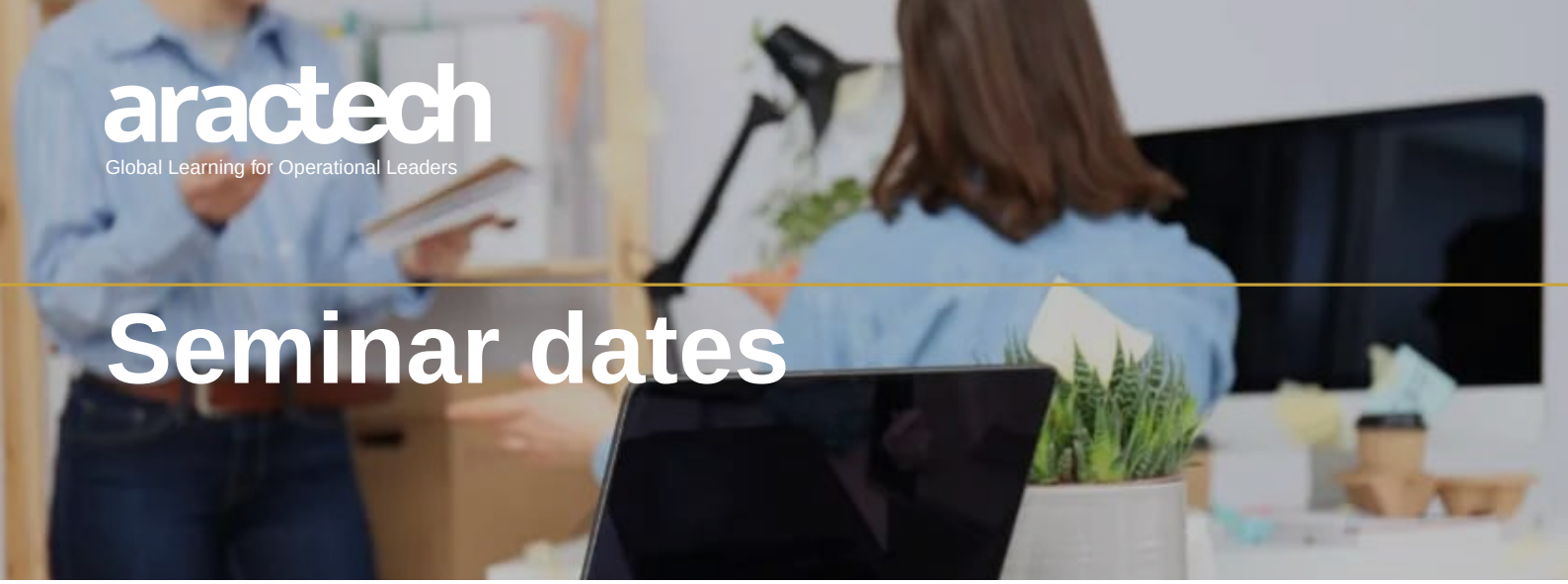
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Date	Location	Format	Fee
17 - 21 May 2027	Online / Live	Online / Live	**€1,625**
24 - 28 May 2027	Online / Live	Online / Live	**€1,625**
21 - 25 June 2027	Online / Live	Online / Live	**€1,625**
7 - 11 June 2027	Online / Live	Online / Live	**€1,625**
14 - 18 June 2027	Online / Live	Online / Live	**€1,625**
19 - 23 July 2027	Online / Live	Online / Live	**€1,625**
26 - 30 July 2027	Online / Live	Online / Live	**€1,625**
5 - 9 July 2027	Online / Live	Online / Live	**€1,625**
12 - 16 July 2027	Online / Live	Online / Live	**€1,625**
23 - 27 August 2027	Online / Live	Online / Live	**€1,625**



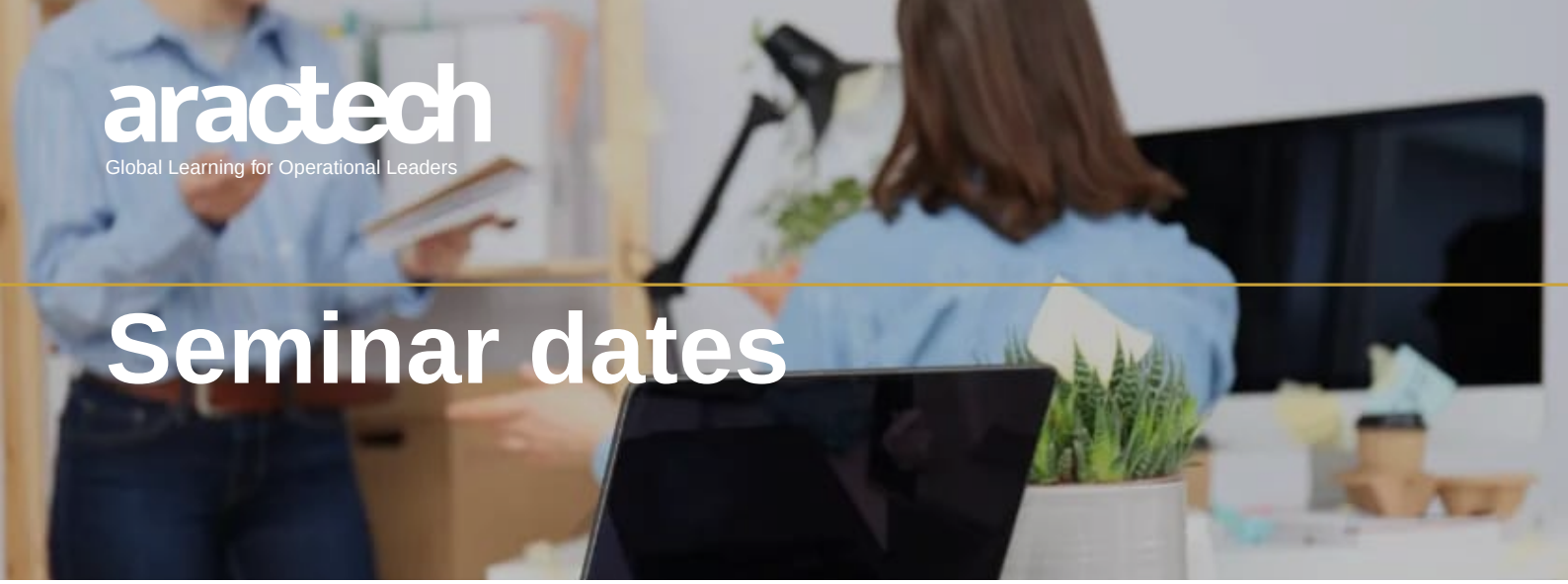
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Date	Location	Format	Fee
2 - 6 August 2027	Online / Live	Online / Live	**€1,625**
9 - 13 August 2027	Online / Live	Online / Live	**€1,625**
16 - 20 August 2027	Online / Live	Online / Live	**€1,625**
20 - 24 September 2027	Online / Live	Online / Live	**€1,625**
6 - 10 September 2027	Online / Live	Online / Live	**€1,625**
13 - 17 September 2027	Online / Live	Online / Live	**€1,625**
11 - 15 October 2027	Online / Live	Online / Live	**€1,625**
18 - 22 October 2027	Online / Live	Online / Live	**€1,625**
25 - 29 October 2027	Online / Live	Online / Live	**€1,625**
4 - 8 October 2027	Online / Live	Online / Live	**€1,625**



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15 - 19 November 2027	Online / Live	Online / Live	**€1,625**
22 - 26 November 2027	Online / Live	Online / Live	**€1,625**
1 - 5 November 2027	Online / Live	Online / Live	**€1,625**
8 - 12 November 2027	Online / Live	Online / Live	**€1,625**
27 - 31 December 2027	Online / Live	Online / Live	**€1,625**
6 - 10 December 2027	Online / Live	Online / Live	**€1,625**
13 - 17 December 2027	Online / Live	Online / Live	**€1,625**
20 - 24 December 2027	Online / Live	Online / Live	**€1,625**