



DIANE GOTTSMAN'S MEDIA KIT

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ABOUT DIANE



Diane Gottsman is a nationally recognized etiquette expert and the owner of The Protocol School of Texas, a company specializing in corporate etiquette training. Diane is also the author of *Pearls of Polish*, an etiquette guide for today's busy woman.

Her smart, cosmopolitan approach is peppered with humor and leaves her audience wanting more. From properly setting a table to mixing and mingling with aplomb, Diane is considered the "go to" etiquette expert for corporate etiquette topics. "The key," says Diane, "is to put others at ease while presenting oneself in a perfectly polished manner."

Diane is a sought after industry expert who is regularly featured on several morning television shows and has been quoted in national publications such as *The New York Times*, *Forbes*, *CNN*, *Bloomberg Businessweek*, *MSNBC*, *Glamour*, *Reuters*, *Consumer Reports*, *Reader's Digest*, *NPR* and the *Chicago Tribune*, to name only a few. Diane's website was recently named by *Forbes* as one of the Top 100 Websites for Women.

MEDIA

about.com™



Better
Homes
and Gardens.

Bloomberg
Businessweek



careerbuilder.com™

Chicago Tribune



Consumer
Reports™

DETAILS

Forbes

Forbes
Woman

GLAMOUR Good Housekeeping

LIVESTRONG™
LANCE ARMSTRONG FOUNDATION

fashion with heart
marie claire

FOR WOMEN OF STYLE & SUBSTANCE
MORE



The
New York
Times



quick&simple

Reader's
Digest
.com

REUTERS

SmartMoney



Woman's Day

Woman's
World
A great
week
made easy!

About.com
AmericanChronicle.com
AM NewYork
Aol.com
Austin American Statesman
Austin Family Magazine
BeaumontEnterprises.com
Better Homes & Gardens
Bloomberg Businessweek
Brandonsun.com
Californiachronicle.com
Cape Cod Times Magazine
Careerbuilder.com
Chicago Tribune
Civilianjobnews.com
CNBC.com
CNN.com
Consumerreports.org
Denverpost.com
Details Magazine
FastCompany.com
Federalnewsradio.com
Figure Magazine
First Magazine
Forbes.com
Getcurrency.com
Glamour.com
Good Housekeeping
Heart & Soul Magazine
Heb.com
Hitchedmag.com
HotJobs.Yahoo.com
John Tesh Radio Show
KTBC-TV7 Austin
KTVT-TV11 Dallas
KGO-AM San Francisco
Livestrong.com
MarieClaire.com
Martha Stewart Living

Monster.com
More.com
Msnbc.com
My H-E-B goodness! Magazine
Myfox.com
NPR
NSIDE Magazine
Nytimes.com
Parenthood.com
Philly.com
Pink Magazine
Pinkmagazine.com
Post-gazette.com
PRWEB.com
Quick and Simple
Readersdigest.com
Reuters.com
Salesopedia.com
San Antonio Business Journal
San Antonio Express-News
SA Women
Scholastic's Parent & Child
Single-woman.tv
Smart Money
Smartwomentravelers.com
Statesman.com
Suntimes.com
Texas Meetings and Events
Thebachelorguy.com
The Boston Herald
TheFrisky.com
The Houston Chronicle
The New York Times
Woman's Day
Womansday.com
Woman's World
WOAI-TV4 San Antonio
And more...

DIANE'S BOOK

Have you ever had an awkward moment? While some circumstances cannot be avoided, a majority of life's uncomfortable situations can be handled with poise.

Pearls of Polish is a practical guide that provides solutions in both business and social situations. There is no such thing as perfection, however, planning and knowledge are the keys to power and polish.

"People, like diamonds, have a basic market value, but it is only after they have been polished that the world will pay their real value."
– William Thourlby



KEYNOTE SPEAKING

CORPORATE ETIQUETTE

PERSONAL BRANDING

Proper etiquette is not about looking good; it is a fundamental part of your professional skills. According to research done by Harvard University, The Carnegie Foundation and the Stanford Research Institute, more than 85% of job success is based on "soft skills", our personal conduct and the ability to put others at ease. Corporate clients expect Five Star treatment, and in today's fiercely competitive market you are seldom given a second chance.

TOPICS INCLUDE:

The Proper Introduction
Proper Responses to Introductions
Tips for Remembering Names
Handshakes
Eye Contact
Body Language Basics

And more...

CORPORATE COMMUNICATION SKILLS

Business executives routinely find themselves in situations where they must communicate effectively with clients and colleagues. Understanding the intricacies of networking is what thoughtful business owners and major corporations consider a survival tool. Networking is not inauthentic "chitchat", but genuine conversation that is key to building relationships. People like doing business with people they respect and trust.

TOPICS INCLUDE:

Making a Memorable Entrance
First Impressions
Conversation Skill Basics
Breaking Into an Existing Conversation
The Art of The Business Card

And more...

IT'S NOT JUST LUNCH...IT'S BUSINESS

Confidence in dining situations frees one to pay closer attention to the business at hand. When we are nervous, we cannot give one hundred percent of our concentration to our fellow diners, and this could lead to disaster in business. Questions about which fork to use, what to do if you have dropped your napkin and what role you hold in a "toast" are all legitimate concerns. Knowing how to handle one's self with poise in dining situations adds to an individual's overall effectiveness when representing an organization in social and business events.

TOPICS INCLUDE:

How To Properly Extend an Invitation
Your Role as a Host
Your Role as a Guest
Place Settings: Arranging & Understanding the Utensils
Handling the Unexpected Accident
The Corporate Toast: Giving & Receiving
Napkin Know-How
American vs. European Training

And more...

Professional Image

It's all in the details!

TOPICS INCLUDE:

Women's Executive Wardrobe and Accessories
Men's Executive Wardrobe and Accessories
Attire Do's and Don'ts
Business Casual Defined
Accessories and Necessities

And more...

UNIVERSITY ETIQUETTE

It's not just dinner...it's business.

Professional dining skills are an essential part of an executive's basic "wardrobe."

A relationship can be built, or a job lost, over a simple meal.

TOPICS INCLUDE:

Extending Invitations in Business

Preparation Prior to the Meal

Ordering from the Menu

Host and Guest Duties

The Toast - When, How and to Whom

Receiving a Toast

Place Setting Etiquette

Napkin Knowledge

Excusing Oneself from the Table

Coughs, Sneezes and Other Awkward Moments

Difficult to Eat Food Etiquette

Handling Accidents

Unusual Menu Terms to Know

Handling the Valet, Coat Check and Other Services

Dining Conversation

Paying the Bill

Tipping Etiquette

And more...