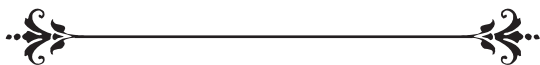




*'From the moment the guest arrives,
every detail is taken care of,
every need is met, and every desire
anticipated with just the right level of
sensitive, informed service.'*



This 5 day intensive certificate program is offered to luxury properties to attend a fulfilling and rewarding program in 7 Star Service, primarily for butlers.

It is both inspiring and empowering, and has a proven track record of success in educating and motivating your team.



*Asia Butler Academy
will provide you with the following skills*



Program Details

- Dates are available throughout the year for this program in Bangkok.
- Price is BHT40,000 per person.
- This excellent program fee includes handbook and textbooks, plus all training, 2 coffee breaks per day, lunch and a personal grooming kit for each student.
- Please see attached registration form and return to us to register your place on this exciting program.

Smart dress code required for students.

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Contact Josephine Ive

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Or our local manager in Thailand

Mr Robert Wu on (66) 081 - 3627111

robertwu@asiabutleracademy.com



LUXURY 7 STAR
HOTEL BUTLER SERVICE



*Personalised service
is the hallmark of a truly great hotel.
Asia Butler Academy-trained butlers
administer to guests' every need
in the most detailed of ways.*

MB100 – PERSONAL DEVELOPMENT

Rationale: A positive first impression of the service & organisation is essential in creating a positive & memorable experience for guests. An introduction to the role of the professional hotel butler.

- ★ Personal presentation & grooming.
- ★ How To Make A Good First Impression.
- ★ How to look good & present yourself well.
- ★ How to use polite speech & not use slang words.

This module will have illustrated, to associates, the very important factor that their own grooming, both mentally & physically, plays in the delivery of 7 Star Service.

MB200 – BASIC GUEST INTERACTION

Rationale: This competency standard module is concerned with the methods by which good practice of high level guest care is established & maintained. The characteristics & benefits of effective basic high level guest care are identified & considered; emphasis is placed on the procedures that are required in order to sustain this good practice. The aim of this module is to encourage the student butler to use these skills to enhance at a basic level a further positive impression of the service & organisation & is essential in creating a positive early experience for guests.

MB300 – COMMUNICATION

Rationale: This competency standard module will enable the student butler to gain a basic insight into some of the many methods of communication, the valuable knowledge base for this module will vary according to the various situations with guests but butler should feel confident throughout this module that they are gaining valuable skills towards more effective communication. The practice of good communication, in its various mediums, is shown throughout this module, & should develop a greater level of awareness for associates to understand the importance of discreet service using a measured thought process to create a good effect.

MB400 – GUEST AWARENESS

Rationale: Being aware of the guest's background requirements, in advance, encourages butlers to think 'outside of the box', thus creating thought processes that result in ensuring the guest is constantly surprised & impressed by their service.

Modules include: Checking guest satisfaction, handling guests' itineraries & agendas, current affairs & thoughtful touches of luxury.

MB500 – SPECIALIST ADVICE

Rationale: This module deals with the skills, knowledge; confidence-building that is the key to developing & maintaining an in-depth knowledge for the delivery of Luxury 7 Star Service.

Includes how to:

- ★ Understand & Talk About Culinary, Food Items & Menu Knowledge
- ★ Understand & Talk about Cigars & Cigar Knowledge
- ★ Display Knowledge Of Caviar
- ★ Provide an In-Depth Knowledge of Luxury Items
- ★ Understand & Talk About Champagne & Wine Knowledge.

MB600 – PERSONAL GUEST CARE

Rationale: This competency standard module will provide student butlers with the skills & knowledge to undertake a range of valeting duties, including packing, unpacking & the preparation, care & maintenance of a guest's clothing & footwear. The aim of this module is to provide the candidate with the skills needed to maintain the range of items of clothing & footwear in a guest's wardrobe. Student butlers should also be able to carry out a range of valeting tasks for the guest, e.g.: packing, unpacking, shoe cleaning & polishing, running a bath, & tying a bow tie.

MB700 – EXTRA SPECIAL GUEST CARE

Rationale: As guests have high expectations of service, this module covers some of the important aspects of going the 'extra mile' with luxury & style very much in the forefront of the 'stars' high end level of thinking. The Extra Care Component is about 'wowing' clients & guests & creating those extra special services to impress guests so they feel even more special. This module also reviews your progress to date & there is an optional exam you can take as well.

MB800 – GUEST SUITE

Rationale: The aim of this module is to provide the student with the skills needed to maintain the range of service level requirements involving the guests' suite or villa. As a professional butler, it is crucial that these "tasks" are carried out discreetly.

Includes how to:

- ★ Arrange the Villa/Suite after Breakfast/Before Evening
- ★ Inspect each Suite Prior to Guest Arrival

- ★ Deliver & Check Guest Amenities
- ★ Make a Comfortable Bed & 'Turndown' The Guests' Beds In The Evening.

MB900 – TABLE SETTING & FOOD SERVICE

Rationale: This section teaches elegant butler-style service advance preparations of 'mise-en-place' including recognising the different china, cutlery & glassware required for setting classic to contemporary settings.

Includes how to:

- ★ Carry a tray correctly
- ★ Clean, polish & store glasses
- ★ Set The Table For Breakfast, Lunch Or Dinner
- ★ Serve Butler Style 'Silver Service' & Plated Service For Food & Beverage Service
- ★ Serve In-Room Dining Or Private Suite Dining
- ★ Understanding The Silent Service Code
- ★ Clear Plates Correctly
- ★ Create A 'Themed' Setting For Guests

Stylish handling of Private Dining is well covered in this module with plenty of ideas to inspire associates towards impressing guests with 7 Star Service.

MB1000 – BEVERAGE SERVICE

Rationale: This competency standard module will enable the student butler to gain a basic insight into basic methods of serving non-alcoholic beverages, primarily coffee, tea, welcome drinks & the skills that underpin this service.

Includes how to:

- ★ Serve The Welcome Drink Service.
- ★ Offer & Serve An Early Morning Beverage
- ★ Make & Serve Coffee with Professional Barista Technique Knowledge
- ★ Including the use of Espresso Machines
- ★ Serve Afternoon Tea

The student will also be able to store prepare & serve both wine & spirits providing a high standard of service to the guest.

Standards covered include how to:

- ★ Offer & Serve Cocktails
- ★ Offer & Serve Early Evening Alcoholic Beverages.
- ★ Offer & Open Champagne with Style
- ★ Open & Pour Wine Professionally

