The following brief is for you to work on the website.

1. Website Domain Name: **abroad-prep.com**

The business offers social skills and good manners training to prepare the upper-class clients going abroad for further education and migration and stand out from the crowd.

1. Project Overview
   * It is a new website to be built from the ground up (landing page, a course per page, contact form)
   * Please see the logo in the attached file, and you can fit it in with the name abroad-prep
   * Email address of this website: [abroad.prepa@gmail.com](mailto:abroad.prepa@gmail.com)
   * Phone: +1 929 4192423
   * Photos can be purchased from photo stock per your suggestions
   * Font: Elegant, contemporary, and easy to read
   * Colors and Tone:

All black base for its color palette with a rainbow of accent colors (see below sample)

Graphical user interface, website

Description automatically generated

* + Site security
  + Web loading time optimize
  + Mobile optimize
  + Set up social media, e.g., Facebook, IG, with a similar look and some content as the website. Also, connect with the website (social media integration).
  + Easy sharing site button/ icon at the landing page
  + A tool such as Google Analytics can be set up to measure relevant metrics to assess the success of your client’s marketing strategy. I think this tool is available in the package I bought, but please double-check.
  + It would be best if you showed me how to administer the website and social media at the end of the project! So I can update them by myself.

1. Project’s Goals

* Increase service awareness
* Introduce online presence with a responsive and accessible website
* Generate leads and inquiries

1. Website example

<https://www.washingtonetiquette.com/> Comment: Slow downloading time and not mobile-friendly.

<http://www.imagemattersasia.com/th> Comment: Site insecure

<https://www.londonschoolofetiquette.com/> Comment: Does not look authentic and another me too

<https://www.mindingmanners.com/> Comment: Try showing variety & tradition but not present well.

<https://www.britishbutlerinstitute.com/> Comment: Fonts are difficult to read

# **Landing Page**

Abroad-prep leverages your potential to fly high.

We believe that you are unique and can be your own best style. Abroad-prep training courses enhance confidence and fulfill your potential when you prepare to live abroad. We are passionate about making a better world through the traditional principles of kindness, respect, and consideration for others.

Contact abroad-prep to find out your personalized training or detail of our courses.

**Keywords: Manner, Etiquette, Finishing, Grooming, Confidence, International Standard, Training, Preparation**

# **Courses Details**

## **In-Home Youth Prep Course**

The polite and well-mannered children stand out from the crowd wherever it is. This tailor-made program is for children and teenagers between the ages of 12-18. The course focuses on the skills that give your child an advantage in the social arts by building confidence, deportment, self-esteem, respect for others, and good manners in an international standard. Children will understand other cultures and how to fit in.

**Curriculum includes:**

* Hygiene
* The importance of politeness (verbal, written, gestural)
* Greetings
* The presentations
* The table setting and table manners
* Communicate well
* Empathy and respect
* Social Etiquette
* Self-assurance and confidence
* Cross-Cultural Communication

Length: 6-hour training

Option: To study English courses

## **International Social Etiquette**

Grooming is about having elegance, grace, poise, and high self-esteem.

Confidence is emitted from the way you stand, walk, and sit.

You learn about what grooming and confidence can do for you. You can signal clearly that your expectations for yourself are high, so they should be to take your social skills to the next level.

**Curriculum includes:**

* Understanding the nature of self-confidence.
* Self-presentation and authenticity.
* Your overall appearance.
* Confident conversation and networking.
* Cross-cultural communication
* Eye contact, body movements, and actions
* Empathy and emotional intelligence
* Social Media Etiquette (as age-appropriate)
* Understanding your nature.
* Developing increased self-esteem, poise, and relaxation.

Length: 6-hour training

## **Global Elite**

Timeless image, etiquette, protocol, and manners will augment your personal and professional appearance. This tailor-made training experience presents yourself at your personal and professional best.

**Curriculum includes:**

* Building relationships
* Winning image. Personal presentation
* Dress for success
* Tea break etiquette
* Cross-cultural communication essentials. Meet and greet
* Voice clinic
* International communication
* Confident conversation
* Body language
* First impressions mastery
* Polished movements and deportment
* Dining etiquette
* Wine and food pairing
* Understanding the nature of self-confidence
* Entertainment essentials
* Cultural and art appreciation

Length: 6-hour training in Five Stars Hotel

## **LIVE ONLINE Social Etiquette**

* Personal Presentation
* Dress to Feel Great
* Walk with Purpose
* Deportment
* Act Upon Your Goals
* Be Thankful
* Ask Different Questions
* Compliments
* Empathy
* Speak Up
* Healthy Lifestyle
* Contribution
* Environmental Influences
* Memory Anchors
* Manners

Length: 2-hour interactive online private training