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PSOW Launches 7th National Business Etiquette Week June 2-8, 2013

Offering Biz Advice for Keeping Up in a Down Economy

* Sixty-eight percent of Americans say they observe poor cell phone etiquette at least once every day.

New York City, June 2, 2013 – According to a May 2013 Robert Half Technology survey of Chief Information Officers, mobile device etiquette breaches at work are up a whopping 51 percent from three years ago. And, a national poll by market research group Synovate found 68 percent of Americans observe poor cell phone etiquette at least once every day.

The Protocol School of Washington,[®] global leader in business etiquette and international protocol since 1988 and the first (and only) accredited school of its kind in the U.S., is sponsoring the 7th Annual **National Business Etiquette Week (NBEW), June 2-8, 2013**, with tips for avoiding the digital divide and a reminder that breaches in business etiquette jeopardize worker's most valuable asset – their relationship with others. “The data shows we are more committed to our gadgets than we are to each other,” says **PSOW** President Ms. Pamela Eyring who adds: “It's people (not iPads) we need to get along with to succeed in business. Our industry is in a growth mode because people realize the best investment of time and money is in people - not machines. Machines are necessary and valuable, but we have to be smart about how we use them.”

PSOW offers the following tips that transcend geographic and cultural boundaries.

Be All In: Pay attention in business settings and don't place your phone or tablet on the table. Turn your phone off *before* going into a meeting, dining room or networking event. If you're expecting an important call, make sure the phone is on vibrate, alert people before-hand, and then excuse yourself when you get the call.

Don't Text and Talk: Texting while talking to someone says you're not interested in the other person and that can be a deal-breaker, resulting in the loss of a potential client or valued vendor. If you must text, excuse yourself and find an isolated spot to work.

E-mail Etiquette: Busy people get upwards of 200 e-mails a day and need time to respond. Allow 24 – 48 hours for a reply and give people the benefit of the doubt. Perhaps your e-mail inadvertently went to the person's Junk Mail Box. It's also time-consuming to open and read unnecessary e-mails. Don't hit “reply all” unless it's absolutely necessary everyone listed needs to read your reply.

Keep Voice Messages Short: Good communicators get to the point quickly. Aim for a voice mail message that is no longer than 30 seconds. Be sure to state your name clearly and confirm the phone number you prefer they call.

Choose the Right Communication: E-mail is the preferred method of communication because it's easily accessible, but don't be afraid to ask someone if they prefer texting. Of course, a difficult conversation requires picking up the phone or, better yet, talking in person.

Keep Private Conversations Private: Don't talk on the phone while in the restroom or hallway – you never know who may overhear you. Even when eating out with friends and family, don't talk about sensitive work issues – you never know who may be within earshot.

In honor of NBEW, PSOW is conducting a two-part, live broadcast series on Networking 101. Visit www.facebook.com/TheProtocolSchoolofWashington for details.

The first company to offer business etiquette training, today **PSOW** has trained more than 3500 graduates from 60 countries. The school offers business etiquette and international protocol courses as well as private, customized, on-site training. Formerly the Chief of Protocol at Wright-Patterson Air Force Base, Ms. Eyring has worked with heads of state, CEOs of the Fortune 500 and four-star generals. **PSOW's** expert trainers hail from The White House, the Disney Institute, The Hague, the military, international academia and corporate America.

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