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PSOW Rolls Out 6th National Business Etiquette Week (June 3-9, 2012)

Offering Advice For The Digital Age

76% of HR Managers Say: “Digital Faux Pas Hamper Career Prospects”

New York City (May 31, 2012) - “Today, a ‘text’ is no longer a book, it’s a mobile application,” says Pamela Eyring, President of The Protocol School of Washington® (www.psow.edu), global leader in business etiquette, image and international protocol training. Ms. Eyring should know. Over the past several years she has witnessed first-hand the global shift in how business gets done. “When we launched **National Business Etiquette Week** in 2007, we talked about the “evergreen etiquette” of business such as how you greet someone and how you dress. Today, “evergreen etiquette” is just as important, but increasingly the world is conducting business 24/7 on mobile devices - we need to add ‘mobile manners’ to the mix,” says Ms. Eyring. As PSOW celebrates the **6th Annual National Business Etiquette Week, June 3-9, 2012**, Ms. Eyring offers e-advice for those in business, the government and academia, noting that: “According to a recent poll of 750 human resource managers by global staffing behemoth Robert Half, 76 percent of HR managers say technology etiquette breaches adversely affect one’s career prospects.”

e-Advice from The Protocol School of Washington

- **Let It Go:** If you’re paying more attention to your smartphone than the person you’re with, you’re insulting that person and will likely make a mistake because you’re distracted. Whether you’re in a formal or informal business setting, turn off your phone or keep it on vibrate.
- **Double Check:** Sending a confidential e-mail to the wrong person can have devastating consequences. Double check all e-communication *before* hitting the send button and upload all attachments *before* filling in the *send* field to avoid a misfire.
- **Keep It Professional:** Don’t share job-related gripes with associates and don’t splash career complaints across Facebook, Twitter, blogs, and other digital applications.
- **Go Old-School:** Once you substitute “UR” for “your” you have committed a business etiquette breach. Instead, think of the e-mail as a hard copy and check for proper punctuation, spelling and grammar.

- **Get Your Conference Call On:** Surveys show that nearly half (45 percent) of executives frequently do other things during conference calls. Checking e-mail during a conference call means you're not paying attention and, ultimately, will miss hearing important information.
- **Face the Facts:** Facebook may have just gone public, but it's been in the public domain for years. Protect your professional life by not posting potentially embarrassing personal information or photos on ANY social networking site.
- **Text on Your Own Time:** Texting at inappropriate times (e.g., while in meetings) tops the list of unprofessional business behavior, beating out 'swearing at work' as the previous number one employer complaint.

The first company to offer business etiquette training in 1988, today **PSOW is the only nationally accredited business etiquette, image and international protocol school in the nation**, and is the acknowledged leader in business etiquette and protocol training with more than 3,500 graduates from 58 countries. Formerly the Chief of Protocol at Wright-Patterson Air Force Base in Ohio, Ms. Pamela Eyring has worked with heads of state, CEOs of the Fortune 500 and four-star generals. After purchasing the school in 2006, Ms. Eyring expanded PSOW in 2009, taking it overseas, holding courses in Dubai, Trinidad & Tobago, and Turkey. PSOW trainers hail from The White House, the Disney Institute, the Smithsonian and corporate America.

PSOW recommends business people on all levels, in every country, mind their mobile Ps & Qs not just during **National Business Etiquette Week**, but every week of the year.

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