



SCHOOL FOR

BUTLERS &
HOSPITALITY

BUTLER TRAINING INFORMATION

A LIFE CHANGING PROGRAM

D_{ear reader,}

we would like to thank you for your demand concerning our butler training. The profession of butler is a very rewarding choice. Our education puts its focus on training butlers in the classic skills, both theory and practical.

By following our training you stay connected with our school. Throughout your career we will support you with information and advice. In this document you will find more practical information about our course.

I hope that this information gives you a better insight about our school and look forward to welcoming you to our program. If you should have any additional questions, don't hesitate to ask.

Kind regards,

Vincent Vermeulen
Managing director



INFORMATION ABOUT THE 8 WEEKS BUTLER TRAINING

The course starts on Sunday evening with a ceremony where we welcome the students and hand over the necessary items as well as the guidelines for the coming 8 weeks. You are welcome to arrive a day early. We always finish on a Friday but you can use your room till the Sunday, according to your travel plans. Should you need a pick up from the airport, please let us know and we will take care of that.

The training is made up of days where we teach theory and days where we have practical exercises or field trips. The course starts every day at 08.30am with the exception of visits which are communicated up front with the group. The day ends around 18.00 pm, except on days with special assignments, dinners and/or field trips.

The course is residential. You can study, work and sleep on the estate. Nearby the town of Hertsberge, only 10 minutes away is the Unesco listed medieval city of Bruges. You really should make the time to visit and we will show you the best chocolat shops.... ;)

The 8 week butler training exists of over 650 hours of training. In fact it's 24 hours a day, since you run our domain as a real working butler. It doesn't get anymore realistic than this...

8 WEEKS INTENSIVE BUTLER TRAINING - We advise you to be completely free. In time and in mind. You will need your full focus to work thru the theory and apply all practical exercises that all lead up to the examination week.

UNIQUE LUXURY EXPERIENCE - This week goes much deeper into high end gastronomy. You will be trained by chefs with 3 star michelin experience, visit places where few people are allowed and go on a 2 day trip to London to discover the most amazing brands in the world such as tailors on Savile Row, hotels with full butler training and recruitment agencies.

TECHNOLOGY OUR OWN SOFTWARE - There is a lot to organize in a household: the daily meals, laundry, transportation, staff and of course the personal service to your principal. To communicate in every possible direction, we have created our own domestic management system. This software allows you to keep track of expenses, guest history, procedures, staff files and much much more...



FOLLOWING IS ALSO INCLUDED IN THE COURSE

- 8 weeks of high level training on a 86,000 square feet domain (8000 square meters)
- Documentation: personal binder + digital documents
- 2 coffee breaks per day with snacks & light lunch
- Breakfast, lunch, dinner, bed linen and towels
- Fully stocked laundry room for you to use
- A 3 piece bespoke butler uniform, cufflinks, white gloves and tie are provided with the school logo.
- High quality presentations, pen and personalized stationary
- Graduation reception (you can invite family)
- All field trips, national and international (France and UK): transportation, meals and photo's of the trips.
- 2 free high speed wifi points in the estate
- Netflix account for leisure time
- Priority for a job position and live introduction to recruitment agency during trip to London.
- Access to the alumni the SBH online system and our software.

POSSIBLE FIELD TRIPS/GUEST SPEAKERS

- Champagne Bollinger (FR)
- Rolls Royce
- Private jets (upon availability)
- 2 day trip to London (UK)
- Cheese master
- Wine tasting
- Cigar lighting and presentation
- Expert shoe shining training
- Cooking lessons by 3 star Michelin experienced chef
- Luxury tastings (Caviar, high level beverages, ...)
- Lunch at high level restaurant
- Former students come to testify about their current job
- Decorating workshop
- and much more



WELCOME TO ESTATE CANTECLAER



The Garden

SAMPLE LIST OF TOPICS

Non-Exhaustive

- What is service?
- The 9 essential butler techniques that will stay with you all your life.
- What is hospitality?
- The 7 secrets of gentleman's shirt
- What is a Butler and what is the difference with other service professionals
- 3 Core values and skills of the Butler
- Delivering service excellence
- The Butler's 24 hour day
- The richest people in the world
- The art of greeting and welcoming
- Answering the doorbell
- Unexpected visitor - Making a late guest feel welcome
- Dining room set-up and considerations -
- Napkin presentation
- How to set up the perfect table for breakfast, lunch, afternoon tea and dinner?
- Formal and Informal Lunch setting
- Afternoon tea setting
- Table decoration
- Running a modern kitchen
- Event planning: documents and techniques
- Events around the world
- Space planning for events
- Considerations on setting the ambience
- Style of table service
- Tray set up and delivery Synchronized service
- Walk patterns
- How to serve breakfast?
- How to serve a breakfast tray into the bedroom?
- Service of refreshments
- Opening still and sparkling wines
- Service of wine
- Service of champagne
- Service of Port, Liqueurs, Cognac and Armagnac
- Decanting wines and ports
- Cigar service
- SOP's (Standard of Operational Procedures)
- Dinner book
- The cellar Book Guest history
- Drawing a bath
- Gift wrapping
- Turning down beds
- Waking someone up
- The art of recovery: turning complaints into a positive experience
- Anticipating guests needs
- High end shops: where are they and how to recognize quality
- Dress codes
- Menu engineering
- First impressions
- Body language Department
- How to behave in the presence of your Principal & off duty
- Domestic staff plan
- Employee handbooks and house rules
- How to handle staff?
- Staff performance plan
- Personal Assistant
- The principal dialogue
- The guest matrix
- How to deal with a greedy guest?
- Late night retiring guest
- How to deal with a guest who arrived unexpected and uninvited?
- Asking a guest to leave the house, the right way.
- How to remove a drunk person
- International etiquette and protocol
- Business cards
- Helping guest with coats and jackets
- Seating arrangements
- Valeting
- Taking care of a high end wardrobe
- Entering a guest room
- Telephone etiquette
- ...



*State of the art
Kitchen*



Walk in Dressing



Shoe care

*How to
Draw a bath training*



Living room



CLOTHING REQUIREMENTS

During normal training days we ask you to wear a navy blue suit. As you will learn, it is not advisable to wear a suit two days in a row. Therefore we suggest you bring two suits.

Don't forget we will provide you with a butler suit as well. This is to be worn during formal dinners with real guests and tests.



DARK NAVY BLUE SUIT

handkerchief not necessary, here as illustration purposes

2 BUTTONS
BREAST POCKET
2 SIDE POCKETS
CLASSICAL TROUSERS WITHOUT CREASES
BLACK SOCKS

SUIT SUGGESTION: [CLICK HERE](#)

WHITE SHIRT

DOUBLE CUFF
HALF CUTAWAY COLLAR WITHOUT BUTTONS

SHIRT SUGGESTION: [CLICK HERE](#)

SHOES

BLACK OXFORD STYLE SHOES (NO BROGUES!)
WE RECOMMEND HIGH QUALITY SHOES IN CALF LEATHER.

LADIES CAN WEAR STYLISH HEELS (MAXIMUM 4CM)



BUTLER TRAINING INVESTMENT

TRAININGS 2017 5TH FEBRUARY - 31ST MARCH
14TH MAY - 7TH JULY
8TH OCTOBER - 1ST DECEMBER

€ 14500 all-in for 8 weeks (= €258 per day)

Confirmation of your application upon reception of 50% of the course fee. Remaining sum is due 6 weeks prior to the start of the course.

The deposit is not refundable. In case of sickness, the training can be followed at another time.

Every 8 week training is limited to 10 students.

We recommend bringing a laptop or tablet computer.

All courses are given in English, knowledge of the English language is essential in order to follow the lessons and communicate with your fellow students. We do speak French, Dutch and a little German and are more than happy to explain certain things on the side in these languages.

We don't offer any payment plans.

Should you need any assistance in Visa matters, please inform us. We are more than happy to send you an invitation you might need for your embassy. Every Visa demand is preceded by a mandatory video conferencing interview.

CANCELLATIONS

We understand that certain things might happen that prevent you to attend. If you cancel more than 3 months before the training, we will reimburse you fully. Should you cancel within 3 months of the start of a training the deposit is not refundable but can be used for another training within 15 months from the start of the course.



ENROLLMENT FORM BUTLER TRAINING

Dear student,

please complete and sign this form, hereby you confirm that:

- You sign up for the 8 week butler training
- You understand the english language enough to follow the courses and interact with teachers and fellow students.
- You have taken knowledge of the tuition fee. 50% of the tuition fee is to be paid as confirmation of enrollment, the remaining 50% no later than 6 weeks prior to the start of the course.
- This form needs to be returned signed by mail or email (scan).
- The tuition is not refundable, in case of sickness during the course, the remainder can be followed at another time.
- The school does not guarantee a position upon completing the training. The school does present students to clients and our partner recruitment agency.
- You need to reach an acceptable level during the training in order to obtain the certificate at graduation.
- Should you wish not to be featured in taken photos or film, you need to tell us.

First name:

Surname:

Adress:

Postal code & location:

Country:

Date of birth:

Cell/phone:

E-mail:

Jacket size (chest size):

Do you have any dietary requirements ?

Are there any medical issues we should be aware of ?

Tell us about your preferences. How do you take your coffee (or tea), what is your favorite dish, do you have any fun habits... ? Tell us anything to make your stay more enjoyable.

Any other remarks ?

DATE AND SIGNATURE





DON'T TAKE OUR WORD FOR IT...

listen to what former students are saying

“Very professional training! Nice to have a professional that has been in the field and knows the little things that are life-changing.”

————— *Dirk V. - November 2015*



*“Merci beaucoup pour cette superbe aventure,
j’ai appris énormément, un grand merci
Monsieur Vermeulen!”*

————— *Martin S. - November 2015*



“A great experience I will always remember. I am sure this training will certainly change my life.”

————— *Martine S. (Italy) - November 2015*

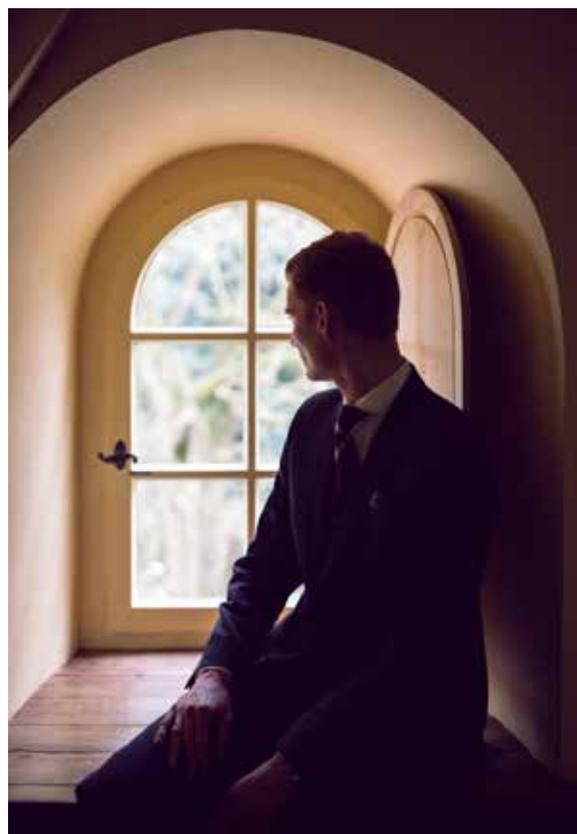


“The training is an incredible experience full of fascinating and highly interesting information, also for our daily lives.”

————— *Kevin D. - November 2015*

“First of all thank you for changing my life, especially as a professional!”

————— *G. Demoyer - September 2014*





“Thank you so much for this eye-opening experience! This was a training I will remember for the rest of my life”

————— Wim M. - January 2015

“Thank you soooo much for this wonderful experience. It was the best choice to be here!”

————— Adriana B. - January 2015



“A life changing program...”

————— François P. - September 2014



“Une très belle formation, de belles visites et pleins de choses apprises. Merci pour tout”

————— Sidali Z. (France) - January 2015



“Muchas gracias por esta increíble experiencia el comienzo de muchísimas... este entrenamiento fue la mejor decision de mi vida!”

————— *RV Calatayud, Mexico - September 2014*



“Cette belle experience à changé ma vision professionnelle!”

————— *Alice B. - September 2014*



“Thank you to the school for opening closed doors.”

————— *Peter L. - September 2014*



FREQUENTLY ASKED QUESTIONS

DO YOU GUARANTEE A POSITION AS BUTLER AFTER THE TRAINING?

It is quite impossible for any school to guarantee a job. Why is that? Because finding the right match between butler and family is sometimes very hard. It is a relationship which has to be considered very carefully.

Thru our excellent relationship with one of the most esteemed placement agencies in London we can state your chances are very high of securing your first experience as a butler.

We do feel that the demand is big enough for everyone to find a job. At more than one occasion our students started a job anywhere between one week to several months after the training, depending on personal effort and decisions.

We will provide you with a list of hundreds of points of interest where you can possibly offer your resumé.

WHAT ABOUT THE BUTLER UNIFORM?

Yes! Since employers of the 21st century like their butler to be dressed to the latest fashion, we provide you with a modern butler suit. The shape is the original one, the color and styling is 21st century class.

This stunning 3 piece suit is made to measure. On the first evening you will be measured by a professional tailor and a few weeks later you will own your very own butler uniform.

We do ask you to bring an navy blue suit. Since you will be wearing a suit for 8 weeks, it is advisable to change suits every other day, as you will learn during our wardrobe training. Details about what suit you need for the first weeks is described in detail in our brochure which you can download when you click here.

If you like, you can use our extensive wardrobe to change your look. You can use our ties, bow ties or accessories to experiment your style. In essence, a true butler is not recognized by his uniform but by his personality and style.

WHY DON'T YOU TRAIN IN A CASTLE?

This is the 21st century. Most of our former students are working in mansions very similar to our estate.

Old castles are often challenged to put in the latest technology and we want you to train no different from the real job you will be performing.

Over 95% of our former students are working in houses very similar to our training venue. And by the way, there is no better place to enjoy nature and relax in our amazing garden.

DO I NEED ANY EXPERIENCE TO FOLLOW THIS COURSE?

People in the hospitality industry obviously have an advantage when starting the training. They might already master certain techniques. But the most important you need is a great personality and the willingness to succeed, that is exponentially important.

IS THERE AN AGE LIMIT TO FOLLOW THE TRAINING?

As of 18 years of age and upwards you can attend our courses.

CAN YOU TELL ME MORE ABOUT THE FIELD TRIPS AND WHY YOU DO THESE?

It is difficult to explain in a class room setting in what environment you will be working in, if you don't have any experience. Therefore we introduce our students to certain companies and products which we feel you should know. School for Butlers and Hospitality is unique in its field trips.

We are the only butlerschool in the world that let you visit a private jet and explore how you will be working in it. We also visit the exclusive Champagne Bollinger, which is not accessible to the public. The most impressive is our 2 day trip to London, where we visit bespoke tailors in Savile Row, butler service hotels and other amazing venues. Next to that we choose our partners very carefully, they are all passionate individuals or companies with unique stories to tell you. You will be inspired!

COMPARED TO OTHER SCHOOLS YOU OFFER A LOT OF THEORY, WHY IS THIS AND HOW DO YOU COMBINE IT WITH PRACTICAL TRAINING?

Sometimes butlers trained at other schools present their CV's to us, seeking for employment. As we interview them we were surprised they were not aware of even the most basic etiquette or service knowledge. Therefore our focus has always been on theory combined with practical training. We had students coming to our school to be trained again, even after completing another butler school.

We combine theory with role-play scenarios, real life guests and many examples. During theory and practical training we show you hundreds of photos and many videos to illustrate and to make it easier to understand.

Don't get us wrong! The most part of the training is hands on. But we tailor it to the needs of the modern family. For example, we train synchronized service but it is not realistic to think you will have a household where you have 20 butlers serving at the same time. We feel there are other things equally important.

I HAVE SEEN ON THE PHOTOS THAT THE TRAINING IS VISUALLY SUPPORTED, WHY?

Indeed, our training consists of over 3000 slides during the 8 week training. This gives you a certain structure throughout the course and it's a great way to present photos and videos.

DO YOU OFFER TRAININGS IN OTHER LANGUAGES THAN ENGLISH, WHAT ABOUT FRENCH FOR EXAMPLE?

The 8 week training is conducted in English. Since Belgium is a country with officially 3 languages, our instructors speak at least 3 languages and are there to support people speaking Dutch, French, English and German.

THE COURSE IS A BIG INVESTMENT, WHY IS THAT?

That is mainly due to the length of the training.

Included in the fee is 3 meals a day with unlimited drinks, coffee breaks with snacks, accommodation (bed linen and towels included), documentation, training materials and a high end 3 piece butler uniform (with tie, bow tie, waistcoat and cuff links). All other items needed to be our guest for 8 weeks is included as well: fully stocked laundry room, transportation, high speed wifi, office supplies, free use of our Netflix account, and many more... Of course, not to forget 8 weeks of the most complete training around on our amazing estate. You are basically our guest.

All transportation to and from field trips are included as well, even a 2 day trip to London!

Anyhow, the fee should not be the reason of your final decision, it should be your feeling you have with our school, so come visit us!

IS 8 WEEKS ENOUGH TO BECOME A BUTLER ?

Being a butler is about the will to change your lifestyle. It is about constantly bringing out the best in yourself,

being hungry for knowledge and willing to reach the highest standard in service. We teach you the right techniques based on our unique curriculum, daily practice and the interaction with real guests.

Based on many years of experience we're convinced that in 8 weeks time you will be highly trained and very able to run a household on a high level. Most importantly we will give you the tools to keep studying even when you leave the school.

WHY IS YOUR CURRICULUM UNIQUE TO OTHER SCHOOLS?

It's all in the way we combine the information and the practical trainings. We have created a cutting edge system which is an unique blend of information, practical training and smart technology.

This allows us to train you faster but without increasing the intensity of the training. Another secret is that we never stop developing our training. Many butler trainings have been teaching the same curriculum for many years. The world is in constant movement. We keep adding topics and constantly look for trends, we feel you should be aware of. We are convinced your principal would be impressed when his butler is up to speed on the latest food trends and luxury items.

IS THE COURSE RESIDENTIAL?

Yes, you can reserve a private room in our estate.

IS THIS TRAINING PROGRAM OFFICIALLY RECOGNIZED?

In October 2014 we received recognition by City & Guilds, London. On top of that we are certified by the Qfor label by the Belgian Government.

CAN I TALK TO ANY FORMER STUDENTS?

We keep the details of our students confidential since they might be working for principals who care about their privacy. Nevertheless we can put in a demand for you to contact them. Upon their approval we're more than happy to provide their details.

The best way to speak to them is to come and visit the school during a training. We are more than happy to give you a full tour of all our unique features.

IS THERE ANYTHING TO DO IN MY FREE TIME?

The estate is situated near the city of Bruges, Belgium which has been on the Unesco list for many years. This stunning medieval village has some real gems to discover while you stay with us and we suggest you discover it.

On top of that the cities of Ghent, Antwerp or Brussels are never more than 40 minutes away by car or train. Actually there is too much to do...



DEFINITIONS / TERMS & CONDITIONS

1. DEFINITIONS

1) In this contract the following definitions apply;

“Company” means VK consulting, avenue Louise 367, 1050 Brussel aka School for Butlers and Hospitality aka SBH

“Student” means the individual who is attending a Course run by the Company. “Training” means teaching undertaken by the Company.

“Course” means a period of time where the Company will be undertaking training of the Student.

“Relevant Course Fee” means the fee that has been agreed between the Student and the Company for the relevant Course.

Costs for accommodation and travel expenses are not included.

“Authorized Personnel of the Company” Includes all tutors including personnel employed by SBH and also external consultants offering specific training.

2) Unless the context requires otherwise, references to the singular include the plural.

3) The headings contained in this Contract are for convenience only and do not affect their interpretation.

2. THE CONTRACT

1) These terms and conditions constitute the Contract between the Company and the Student and are deemed to be accepted by receipt of a completed application form together with a deposit of the Relevant Course Fee.

3. PAYMENT TERMS / CANCELLATIONS AND REFUNDS

1) The Relevant Course Fees will be outlined to the Student and are all inclusive.

2) Courses can be residential, however this is not mandatory.

3) Full payment of the Relevant Course Fee is required to secure a place on a course.

4) The Relevant Course Fee is payable in full 45 days in advance of Course start date.

5) Unless the Relevant Course Fee is paid in full 45 days in advance of the Course start date, the Company reserves the right to refuse admission to the Course and to allocate the place to another person.

6) A deposit of 50% is required with enrollment. All amounts paid are non refundable, however they can be credited towards the next similar course within a year period from the date of deposit.

7) Photos of students will appear on our website as well as TV and other productions will be featured on our website which have been taken during the course. Should a student not wish to have photos or any other production on SBH website, then this must be in writing before the course starts.

4. COURSE MATERIALS AND COPYRIGHT

1) The Course fee includes the cost of all other materials which are supplied before and during the course.

2) SBH is the copyright owner of all course materials with the exception of materials clearly published by third parties. The Company’s copyright materials may only be used by the person attending the Course for their personal use and not be passed onto a Third Party.

3) The course content may vary due to unforeseen circumstances and training venue may change from time to time.

5. ASSESSMENT AND CERTIFICATES

1) Assessment is continuous during all courses and will be conducted by Authorized Personnel of the Company. Students must reach accepted levels of skills in order to be awarded the prestigious Certification. The decision to award certificates is made by SBH Principal and all decisions are final.

6. EQUAL OPPORTUNITIES

1) The Company adheres to a strict Equal Opportunities Policy in the provision of its training.

7. FUTURE OPPORTUNITIES

1) The Company does not guarantee to find a Student work following the provision of training.

2) If a Student seeks employment and wish to enlist the services of SBH they must register independently with Recruitment SBH.

8. LIABILITY

1) The Company shall not be liable under any circumstances for any loss, expense, damage, delay, costs or compensation (whether direct, indirect or consequential) which may be suffered or incurred by the Student arising from or in any way connected with the Company providing training. For the avoidance of doubt, the Company does not exclude liability for death or personal injury arising from its own negligence.

2) Tea and Coffee as well as biscuits and light lunch will be provided on the Course. It is the responsibility of the Student to clearly indicate any food allergies or special dietary requirements to the Company prior to the commencement of the Course. The Company cannot accept any liability for illness as a result of non-disclosure of this information.

3) The Company will comply fully with its responsibilities of all aspects of Health and Safety legislation.

9. LAW

1) This contract is governed by the law of Belgium and is subject to the exclusive jurisdiction of the Courts of Belgium.

