



SCHOOL FOR

BUTLERS &  
HOSPITALITY

# SUMMER BUTLER BOOTCAMP 2020

# OUR MOST INTENSIVE TRAINING YET

Dear applicant,

we constantly look at a changing world. This is no different for our profession. A few years ago we launched our philosophy of 'everyone butler'.

Therefore it is our privilege to present the Summer Butler Bootcamp. A two week intensive training that can not be compared to anything else out there. It is residential, it is challenging you to serve real guests and it is the solution to get certified as a professional butler.

You will be able to start your career after this training. That is our guarantee.

Kind regards,

Vincent Vermeulen  
Managing director





# INFORMATION ABOUT THE BUTLER BOOTCAMP

*Grow as a butler on your own pace and budget for it takes a moment to become a butler but it takes a lifetime to stay one...*

**PREPARATION** **A UNIQUE PROGRAM REQUIRES SOMETHING** - This program is not for everyone. The bootcamp is specifically designed for butlers with already some experience but want to freshen up their knowledge or students who have enrolled in the online training.

**UNIQUE** **THE ONLY ONE IN ITS KIND** - This training is unique in the world. You will get to work and study as a butler at Domain Canteclær. Our 85000 square foot domain with a stunning garden in summer is the perfect setting to become a professional butler. We combine intensive training with real live butler work. This is the only 2 week training on the planet who offers all of these features.

**YOUR CAREER** **GET CERTIFIED AND SUPPORTED** - After this training we will certify you as butler. Your certificate will open doors to potential positions and put you in contact with an extensive network. On top of that you are part of our family and that means we keep supporting you.







# WHAT YOU WILL LEARN

*Combined with your previous knowledge, this program will add the practical skills you need to become a top notch butler.*

**WEEK 1 A NEW LIFESTYLE** - The first thing we do in this training is teaching you a new way to approach guests. Your way of talking to someone and your overall body language will get a make over. This will build self confidence and give you the basic tools to behave as a butler.

On the second day we get of our chair and start dressing tables immediately. Once the table is set to perfection we start introducing you to table management. Even if you have attended a hotelschool, you will learn things you have never heard about. Our knowledge comes from experience, the best restaurants in the world and different cultures. All this combined will make you an expert in table service, in only 5 days.

Next we launch into wardrobe care and give you a lot of advice on dress codes and how to be dressed for success.

To finish these 5 intensive days we give you many ideas on eventing and show you what to pay attention to if you want to lift any lunch or dinner to the next level.

## SUBJECTS

- what is service
- what is hospitality
- the history of servants
- the different styles of butlers
- the values a butler needs
- the language of a 21st century butler
- anticipating guest needs
- meeting and greeting guests
- Answering the doorbell
- greeting considerations
- dining room setup
- laying a perfect table
- napkin presentation
- synchronized service
- walk patterns
- body language
- service of beverages
- service of champagne and wines
- offering refreshments
- deportment
- wardrobe care
- eventing inspiration
- what is valeting
- serving exercises
- butler emergency kit
- the guest matrix
- napkin folding
- how to serve an early morning beverage
- how to wake up guests
- how to enter a room
- the breakfast tray
- newspapers - service documents
- the table plan
- the visitors book
- guest care procedures
- vip considerations
- how to handle paparazzi
- first impressions
- personal grooming and the importance of it
- staff inspection
- room checklists
- ironing & pressing
- burns night
- passing the port
- ...



*“You can question the old and put in the new, but in the end... it’s all about the individual. It’s how you shape them, how you inspire them and how you prepare them for a life of service.” - Vincent Vermeulen*

**WEEK 2 ON BECOMING A LEADER** - In this second week we move towards household management and letting you take the lead. It is imperative as a butler to be able to work independently and have a pro-active hands on approach.

**THE NEXT STEP** - You can now start looking for a job. You can continue your career with experience. You can also choose to continue the training and perfect your skills to lead a team as head butler and reach the highest level you can.

## SUBJECTS

- introduction to wines
- leading your team to excellence
- making travel arrangements
- opening and closing a house
- managing vendors and suppliers
- introduction to staff management
- procedures towards contractors
- technology implementation
- decanting wines
- security and fire precautions
- safety and surveillance
- chauffeur techniques
- operate and supervising cleaning schedules
- linen and laundry setup
- health and hygiene guidelines
- insurance considerations
- organising any high level event
- job coaching
- graduation ceremony & farewell drink
- introduction to etiquette
- time management
- guest psychology
- mbwa
- 7 powerful butler techniques
- building self confidence
- the art of conversation
- telephone etiquette
- concierge services
- handling guest complaints
- different styles on different continents
- ...

————— 2 weeks = over 100 guided learning hours





#### **THE FOLLOWING IS ALSO INCLUDED IN THE BOOTCAMP**

- High level training on a 85,000 square feet domain (8000 square meters)
- Your own private room on the estate
- Documentation: personal binder + digital documents
- 2 coffee breaks per day with snacks
- Breakfast, lunch, dinner, bed linen and towels
- Fully stocked laundry room for you to use
- Netflix account for leisure time
- High quality presentations, pen and personalized stationary
- Graduation reception
- All field trips
- High speed wifi points in the estate
- Access to the alumni SBH online system.
- ...

#### **POSSIBLE FIELD TRIPS/EXPERIENCES/GUEST SPEAKERS\***

- Wine tasting
- Cigar lighting and presentation
- Expert shoe shining training
- Cooking lessons by 3 star Michelin experienced chef
- Former students come to testify about their current job
- Sabre a champagne bottle
- and more

*\*upon availability*





# COURSE DATES

**2 - 14 AUGUST 2020**

## *Investment*

- Training fee: € 2725
- Room and meals: € 615

Training fees are **excluding** 21% VAT - room rates and meals are **excluding** 6% VAT

We are KMO Portefeuille certified

VAT taxes are not applied when invoiced to foreign companies

Confirmation of your application upon reception of 30% of the course fee. Remaining sum is due 8 weeks prior to the start of the course.



# ENROLLMENT FORM BUTLER TRAINING

## *Personal details*

First name:

Surname:

Address:

Postal code & location:

Country:

Date of birth:

Nationality:

Cell/phone:

E-mail:

Gender:

Marital status:

Children (+ ages):

ID - passport number:

Date and duration of preferred training:

Next of kin to be notified in case of emergency:

Do you have any dietary requirements ?

Are there any medical issues we should be aware of ?

What languages do you speak ?

Do you smoke ?

Do you have any past criminal offences on record, please elaborate.

## *Additional information*

What is your current profession/job title ?

Jacket size (chest size):

What is your motivation to be accepted in this training ?

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**

By signing this document I agree to the terms and conditions.  
(see end of document)

## **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,

we wish to start our professional relationship by making clear guidelines. Please complete and sign this form, hereby you confirm that:

- The 2 week butler training, includes the weekends and you stay at our domain to fully experience this unique course.
- You understand the english language enough to follow the courses and interact with teachers and fellow students.
- You are in good physical health to complete this training.
- You have taken knowledge of the tuition fee. 30% of the tuition fee is to be paid as confirmation of enrollment, the remaining 70% no later than 8 weeks prior to the start of the course.
- This form needs to be returned signed by mail or email (scan).
- You are aware that schedules, trainings and field trips can and will change, so you need to be flexible.
- During your stay you will need a certain responsibility to take care of the domain as a butler, just as you would in your next butler position.
- There are real guests coming to the house which you will serve at table and possibly in-room.
- The tuition is not refundable, in case of sickness during the course, the remainder can be followed at another time.
- School for Butlers and Hospitality holds the right to reschedule a training. There is no additional cost for the student and the student can expect a refund.
- You are aware that a conduct unbecoming a butler can lead to an expulsion. We refer to our complaint and warning procedure.
- All course materials you receive (text, slides, video, photo's) are ownership of School for Butlers BVBA and you may not transfer them to a third party.
- Although 87% of previous students are working in private household, the school does not guarantee a position upon completing the training. The school does present students to clients and our partner recruitment agencies.
- 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.
- You are not applying to this course for a visa fraud of any kind.

**DATE AND SIGNATURE**

By signing this document I agree to the terms and conditions.  
(see end of document)



# CLOTHING REQUIREMENTS

During regular 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 a minimum of two suits.



**DARK NAVY BLUE SUIT** 2 BUTTONS  
BREAST POCKET  
2 SIDE POCKETS  
CLASSICAL TROUSERS WITHOUT CREASES  
BLACK SOCKS

**WHITE SHIRT** DOUBLE CUFF  
HALF CUTAWAY COLLAR WITHOUT BUTTONS

**SHOES** BLACK OXFORD STYLE SHOES (NO BROGUES!)  
WE RECOMMEND HIGH QUALITY SHOES IN CALF LEATHER.  
  
LADIES CAN WEAR STYLISH HEELS (MAXIMUM 4CM)





# THE BUTLER MANSION

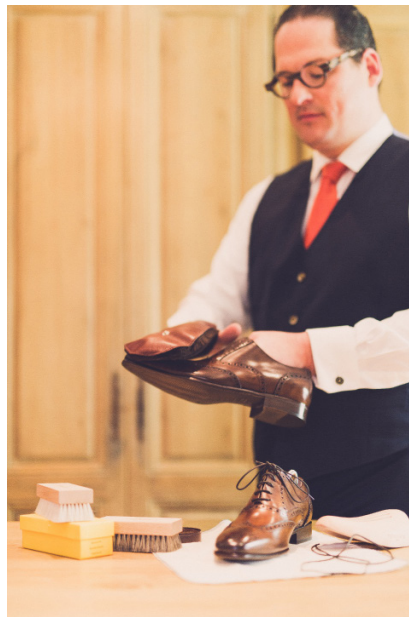
*State of the art  
Kitchen*



*Walk in Dressing*



*How to  
Draw a bath training*



*Shoe care*



*Living room*





*Student room*





## 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*

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*“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*

*“Excellence is a journey,  
discipline the vehicle”*



School for Butlers & Hospitality  
207 Regent street, London - UK

Tel: +44 207 5041347

Brussels office: +32 356443

[www.schoolforbutlers.com](http://www.schoolforbutlers.com) - [info@schoolforbutlers.com](mailto:info@schoolforbutlers.com)