

**JOURNEY TO CENTENNIAL
LAUNCH PARTY TOOLKIT
REFINE YOUR FINER LUNCHEON**



This Toolkit is designed to assist you with organizing the “Refine Your Finer” launch party in your local area. It contains a checklist for the event as well as templates you can modify or copy. Questions can be sent to: initiatives@zphib2020.com

Zeta Phi Beta Sorority, Incorporated
Centennial Launch Party Toolkit – Refine Your Finer Luncheon

Pre-Event Preparations

- Secure your event space
- Determine menu = A minimum 3-course lunch is recommended
- Determine methods for selling tickets = Electronic (Eventbrite, Paypal, Member Planet, etc); On-site ticket sales; etc.
- Contact Protocol International to secure facilitator Cheryl Walker-Robertson for etiquette presentation www.4protocol.net
- Pre - Order any Centennial Merchandise that will be sold – Passports, Anthologies, etc. Submit requests for bulk orders to: centennialexchange@zphib2020.com
- Determine what “Stamping Stations” will be available. Design stamps and submit them for approval <http://zphib2020.com/passports/>
- Create flyers, social media graphics to advertise the event. Be sure to communicate the theme “Refine Your Finer” and the attire for the event – Hats, Gloves, Pearls and finer attire.

Registration

- Recommend at least 2-3 volunteers for registration table
- Post a photo release to ensure you can use photos taken at the event for publicity/marketing purposes
- From the list of attendees, secure a hostess for each table. Hostesses will help facilitate the etiquette technique taught by the facilitator

Room Layout

- Ensure ample space in anticipation of lines that will form at the stamping stations and vendor area
- If possible set up a “networking area” that allows guest to mingle, take pictures, purchase items and visit stamping stations

- Decorations for the event should match the theme of “Refine Your Finer” and “Hats, gloves, and pearls”

Program

- Review the attached sample Program for suggested order
- Lunch should be served simultaneously while Facilitator from Protocol International reviews etiquette tips and skills

Launch Party Stations

Passport Stamp Station

- Assign 1 volunteer at each stamping station to assist stamper with moving the line and quickly stamping the Passport book
- Lines will form so ensure adequate space to navigate

Centennial Exchange

- Consider setting up a vendor station to sell official Centennial Merchandise = Passports, Anthologies, etc.
- Recommend at least 3 volunteers for vending. Utilize your Tamias, Tamias Grammateus and an additional volunteer. Be sure to have a receipt book
- Consider collecting pre-orders to help determine amount you want to order in bulk. Submit bulk order request to: centennialexchange@zphib2020.com

2020 Visionaries

- Select volunteers who are knowledgeable about the 2020 Visionaries program and can answer questions for attendees
- Set up laptop at the table that allows sorors to register on site as a Visionary

Photo Area

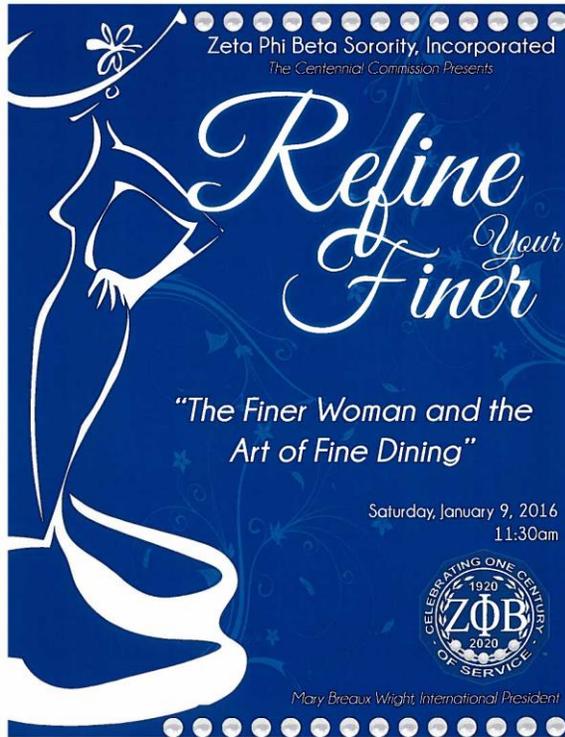
- Create a list of photos that should be taken, such as dignitaries in attendance, facilitator, etc. Provide this list to the photographer and photo volunteers
- Assign 1 – 2 volunteers to assist the photographer with tracking the people in each photograph
- Submit photos of the event to: communications@zphib2020.com

Refine Your Finer

Blue and White Attire with Hats, Gloves and Pearls
Saturday, Jan 9, 2016 at 11:30am
Orlando Hilton - 6001 Destination Pkwy
Orlando, FL 32819
Etiquette Presentation by Protocol International
Hosted by Mary Breaux Wright, International Grand Basileus &
Dr. Jylla Moore Tearte, Centennial Commission Chair
Commemorative 2016 Passport Stamps & a Special Commemorative Gift
Cost: \$75 (Limited Seating)

2016 Centennial Launch

Program – Example



Front Cover

Discussion Topics

- Why this is an important skill
- Preparation and the RSVP
- The Anatomy of the Restaurant
- The Anatomy of a Place Setting
- The Protocol of Seating and Sitting
- Napkin Management and Ordering
- Silent Service Code and Body Language
- Styles of Eating
- Styles of Service
- Handling Accidents
- Table Conversation and Toasting
- Paying the Bill and Tipping

"You Only Get One Chance to Make a First Impression"



Cheryl B. Walker-Robertson is a certified international protocol and etiquette expert. She has helped her clients learn to be more confident, courteous and strategic in business and social situations. Her clients who represent business, government, education, sports and entertainment have been counseled privately and in groups. Considered a thought leader in her field Ms. Walker-Robertson is a contributing writer to various trade and business publications and is frequently the protocol expert for several organizations, blogs, podcasts, webinars and appears monthly on NBC 40 a television news program.

She is Founder and Chief Knowledge Officer of Protocol International., a professional protocol, etiquette, and business development consulting firm. The company is dedicated to helping executives polish their professionalism, enhance their interpersonal skills, and improve their personal brand. For more than a decade Protocol has provided communication and leadership training programs, keynotes, and executive coaching to Fortune 500 companies, universities and national conferences. Some of her clients include PepsiCo, US Embassy, Odyssey Media, US Department of Commerce, Intercontinental Hotels, Amerihealth Mercy, YMCA, Make Mine a Million, and Wharton School of Business. Walker-Robertson custom designs workshops in business etiquette, networking, dining skills, professional image, business development strategies and international protocol and etiquette.

Ms. Walker-Robertson, recognized nationwide for her work with Odyssey Media, was born and raised in Philadelphia, Pennsylvania. Ms. Walker-Robertson studied under the direction of Dorothea Johnson, Protocol Advisor and Liaison to the Washington Diplomatic Community for the Joint Military Attaché. She earned a BS in Business Management from St. Augustine's College, an Associate's Degree in Liberal Arts from Harcum College, a Certificate in Management from Penn State Executive Development Program, a Certificate in Negotiation from the University of Notre Dame and is certified by Berlitz International as a licensed practitioner in cultural competence awareness and cultural navigation. She has been an executive in the corporate arena for 25 years in Sales and Marketing. She is a member of the International Association of Protocol Consultants, International Association of Image Consultants, National Chamber of Commerce, National Association of Professional Women and the Association of Sales Training and Development.

Stay connected with Protocol International at www.4protocol.net

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Program

Dr. Jylla Moore Tearte, Presiding
20th Past International President & 2020 Centennial Commission Chair

Welcome
Mary Breaux Wright
International President

Faith of our Founders Devotional Unveiling
Monica Leak, Visionary, Editor and Contributor
Teraleen Campbell, Barbaina Houston-Black, Pamela N. Lewis,
Pamela D. Lyons, Contributors
Corisa Myers, Cover Designer

Invocation
Leigh-Ann Williams
National Undergraduate Representative to the Executive Committee

Facilitator Introduction
Sadé Adams, National Undergraduate Member-At-Large

The Finer Woman and the Art of Fine Dining
Presentation and Lunch is Served
Cheryl B. Walker-Robertson

The Response: Five for the Founders
Frances Faithful
Daughter of Founder Myrtle Tyler Faithful and Niece of Founder Viola Tyler Goings
Symona Gregory
National Undergraduate Representative to the National Nominating Committee

Acknowledgments
Dr. Nell Ingram
Chair, National Executive Board

Closing Remarks
Mary Breaux Wright
International President

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Formal Dinner Place Setting




The Centennial Commission appreciates the attendance of those present for this momentous occasion and invite you to have your passport stamped with the Commemorative "Refine Your Finer" stamp.
Follow our journey at www.zphib2020.com

2016 Centennial Launch Planning Committee

Vicki Pearson, Chair	Karen Blount, Florida State Director
Sandy Chambers-Collins, Decorations	Souvenirs, Accents by Allen
Connie V. Pugh	Kaorita Jones, Graphic Design
Iris/Ellena Calder	Michelle Joachim, Photography
Sheila Bowers, Centennial Project Director	Volunteers: Sorors and Amicae of State of Florida
Arlene Taylor, Centennial Finance Director	Table Hostesses: Centennial Commission Representatives

Back Cover

Photo Release

Permission to Use Photograph

Event: 2016 Centennial Launch – Refine Your Finer Luncheon

Location: Hilton Orlando Hotel

By attending this event, I grant to Zeta Phi Beta Sorority, Incorporated the right to take photographs of me in connection with the above-identified event. I authorize Zeta Phi Beta Sorority, Incorporated, its assigns and transferees to copyright, use and publish the same in print and/or electronically.

I agree that Zeta Phi Beta Sorority, Incorporated may use such photographs of me with or without my name and for any lawful purpose, including for example such purposes as publicity, illustration, advertising, Web content and Fundraising.

Photo Identification Form

Group/Individual Name: _____

Event: _____

Location: _____

Date: _____ Photo ID Number _____

Names listed below are photo participants (from right to left) for the above-identified photo.

Row 1

(Please Print)

Row 2

(Please Print)

Row 3

(Please Print)

Row 4

(Please Print)

