New Etiquette Avenue App Puts Protocol Advice at Users' Fingertips

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Dale Webb, Director of The Protocol Centre in Coral Gables, Florida, announced today the debut of Etiquette Avenue 1.0 for iPhone and iPod Touch. Etiquette Avenue puts screens of professional protocol advice in the hands of millions who can use it in ever-more competitive times. It is the first App dedicated to the rules of professional and workplace protocol. Etiquette Avenue's information is a version of the company's Best Protocol Practices curriculum updated and adapted to an App.

Miami, FL - To text or not to text ... the answer to that question may mean losing a job or gaining a new client. The answer is also now just a tap away on your iPhone. Dale Webb, Director of The Protocol Centre(TM) in Coral Gables, Florida, announced today the debut of "Etiquette Avenue," an iPhone and iPod Touch application now available in the App Store. The App puts screens of professional protocol advice in the hands of millions who can use it in ever-more competitive times.

"We all notice the little things, especially in the workplace, when we're evaluating whether someone is a 'must-have' member of the team," said Webb. "Etiquette Avenue's information is a version of our Best Protocol Practices curriculum updated and adapted to an App. We used the most requested 'help-me topics' from our clients. These are the skills one needs to be competitive."

"Etiquette Avenue," designed by Blue Whale Web Solutions, offers 14 Etiquette Categories, ranging from electronic etiquette to tips on small talk and networking. A "Tip of the Day" offers a quick tutorial, and dining photos help the uninitiated navigate complex table settings. The App can be downloaded for $2.99 at The Apple Store.

Like a polished executive, "Etiquette Avenue" pays attention to the details. Jim Morin, a Pulitzer-Prize winning cartoonist, created the whimsical illustrations introducing each category. Gregg Weiss of Blue Whale conceived the illustrations as 'flash cards' that flip to reveal advice, like how to deliver the perfect handshake and enter and exit a chair for dining. (Yes, there is a correct way to sit down.)

As for advice on texting in socially sensitive situations ... "be respectful of others in your quest to be connected. When you are tapping and checking, you lose eye contact, and people know what you are doing. Etiquette is about respect AND common sense," said Webb, who recently witnessed a groomsman checking his phone during a wedding. "The Protocol Centre wants etiquette to reach as many people as possible. What better way than on your iPhone?"

The Protocol Centre(TM) provides seminars on Business and Dining Etiquette and International Briefings for corporations, educational institutions, government and individuals. Each seminar is designed and customized for the client providing completely up-to-date information on 21st century business etiquette and dining protocols. Blue Whale Web Solutions designed the iPhone and iPod Touch application Gold Price Grabber.

The Protocol Centre:
http://www.protocolcentre.com

Etiquette Avenue 1.0:
http://www.protocolcentre.com/etiquetteAve.php

Download and Purchase:
http://click.linksynergy.com/fs-bin/stat?id=CMWzV4SDlTs&offerid=146261&type=3&subid=0&tmpid=182

Blue Whale Web Solutions:
http://www.bluewhalews.com

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