



The leading Swiss Finishing  
School since 1954

# INTERNATIONAL ETIQUETTE & PROTOCOL PROGRAM

6-week Intensive program in English  
for women above 18

from June 21 to July 31, 2026



# INSTITUT VILLA PIERREFEU

## HERITAGE AND LEGACY

**Institut Villa Pierrefeu** is the most renowned Finishing school in the world, the leader in teaching international etiquette, savoir-vivre and protocol since 1954.

Attracting students from all over the world, it offers a truly multicultural environment, ideally set in Switzerland, a country combining three major cultural influences.

**“OUR MISSION  
IS TO EMPOWER  
WOMEN”**



Because the world of international etiquette and protocol must reflect the times, IVP prides itself on always keeping this cultural and behavioral growth in mind.

As a family-owned business spanning three generations, the school’s unique history, rich heritage and purpose-designed facilities offer an exclusive and authentic educational experience.

Over more than seven decades we have taught international etiquette and protocol to women from many different backgrounds.



Philippe Néri  
Director

My grandmother, Dorette Faillettaz, founded this school with a passion for education and a vision **to empower women**. She created a unique curriculum that blended traditional Swiss values with modern global culture, focusing on manners and customs from around the world. Her goal was to equip women with the skills to balance family, career, and social life.

In 1972, my mother, Viviane Néri, took on the role of Principal. As travel became more accessible, she expanded our programs to include intercultural communication, international business etiquette, and diplomatic protocol—some of which she still teaches today. She also continues to develop our IVP course books, which serve as valuable resources for our students long after they graduate.

In 2004, I left private banking to join IVP, having seen how crucial etiquette and intercultural communication are for success in the business world.

Today, our small class sizes ensure personal attention and a high-quality teaching environment. Our students leave IVP feeling empowered and confident, **just as my grandmother intended**. I look forward to welcoming you to this life-changing program.



WHY ATTEND THE  
INTERNATIONAL  
ETIQUETTE AND  
PROTOCOL PROGRAM  
AT IVP?

## UNIQUE EXPERIENCE

IVP's curriculum in International Etiquette and Protocol is **constantly updated** and fully multicultural. Classes are interactive with role-playing during lunch tutorials, and Q&A sessions. We believe **hands-on practice with immediate feedback** leads to more effective learning.

## ENRICHING ACQUAINTANCES

Our small, intimate class sizes offer the chance to form **lasting friendships**. In this **multicultural setting**, you'll build personal connections and learn from classmates, gaining insights from diverse cultures. This unique environment fosters personal growth and a rich exchange of ideas, making your experience truly life-enriching.

## EXCLUSIVE BOOKS

Our **custom made IVP books** are thoroughly researched and serve as lasting references for students, extending the learning experience beyond the classroom.

## RICH EDUCATIONAL MATERIALS

With years of **accumulated materials**, **we could easily open a museum!** Instead, we focus on teaching through practical demonstration and application whenever possible.

## CONFIDENCE BOOST

By taking our program, you'll gain the **confidence to navigate international social and business circles with ease**. You'll master practical etiquette and protocol, essential for engaging with officials, business leaders, and clients from diverse cultures—allowing you to focus on your goals without worrying about cultural missteps.

## TEAM OF EXPERTS

The school's highly knowledgeable and **experienced experts** provide valuable insights into the evolution of international etiquette, **offering clarity and historical context**.



# CURRICULUM

Language: **English**  
Average lesson duration: **90 minutes**

## ETIQUETTE

Good manners are timeless and etiquette is based on tradition and culture. **Etiquette must evolve** to keep pace with technology and changing lifestyles. **Over the decades, we have witnessed these changes and can guide you on what is relevant in today's world.**

- Greetings and introductions
- Dos and don'ts for gifts and flowers
- Hotel etiquette: being a considerate guest
- Restaurant manners
- Family events (Weddings)
- Sophisticated personal stationery and invitations
- Writing personal thank you, apology and condolence notes
- The dangers of social media
- Formal elegant dress codes
- Informal dress codes

## BUSINESS ETIQUETTE

Soft skills are an additional asset in professional life, especially when many people don't know **what is expected for efficient and courteous interaction**. Being made aware of the differences according to culture or industry is a **great eye opener and a competitive advantage**.

- Dressing for business
- Successful business meals
- International titles and forms of address
- Business etiquette
- How to face the media
- Understanding cultural differences when doing business

## INTERNATIONAL SAVOIR-VIVRE

This course explores **international customs and etiquette** across more than 20 countries and 5 continents. It will help you understand how multicultural diversity applies to both your social and business life.

- International variations in body language
- Tips from a seasoned traveler

Lessons dedicated to the following countries or regions **will give you a better understanding that what is polite in one country could be perceived as rude or offensive in another one.**

- **Africa:** African diversity, Nigeria
- **Americas:** Argentina, Mexico, United States of America
- **Asia:** Chinese culture, India, Japan
- **Europe:** England, France, Germany, Italy, Switzerland
- **Middle East:** United Arab Emirates

## PROTOCOL

Understand **the rules that govern official events**, where they come from and why they exist.

- Differences between official and diplomatic protocol
- Understanding the basics, ranks, precedence, titles and forms of address
- Flag etiquette and anthems, getting them right
- State visits and other ceremonial events

## AROUND THE TABLE

So much time is spent around the table in a lifetime that **the skills involved should never be underestimated**; this is why we place so much importance on these classes to help you feel at ease in every aspect of it.

Students will take turns serving, learning to **manage table service, being a guest and hosting**. Feedback on table manners and conversation will be given daily so that you master the different European styles. Many lessons are given on the following:

- Refining French- and English-style table manners
- The art of conversation and small talk
- Making sense of seating precedence
- Table setting styles and standards
- Types of table service and styles of service
- Dealing with tricky foods
- Cutlery: special items, traditions and trends

## ENTERTAINING

Learning how to get organised, **consider the needs of guests** and **how to throw a party** are great assets that can be enhanced through observation, practice and experience.

- Menu planning for entertaining and food and drink taboos
- Elegant European dinners
- Organizing memorable receptions: buffets, cocktail parties or standup receptions, garden parties, barbecues and picnics

## INTERNATIONAL DRINKS CULTURES

Drinks from around the world offer **endless insight into the habits and tastes of people from diverse countries or regions**. Their history, customs and traditions, with numerous demonstrations and tastings.

- The world of coffee
- Variations in serving coffee
- The world of tea
- The world of chocolate

## FLORAL ART AND TABLE DECORATION

These lessons introduce students **to modern flower arranging and elegant table decoration**. Key topics include:

- Creative table designs for both informal and formal occasions
- Contemporary and traditional techniques for floral arrangements
- Color coordination to enhance table settings
- Sustainable flower use and care for cut flowers

# ADVANCED MODULE FOR DIPLOMA

The advanced module is designed for curious participants, hungry for more information, unafraid of adding more intensive, interactive and practical classes:

## ETIQUETTE AND ENTERTAINING

- Porcelain and crystal: traditions and trends
- Tips for efficient storage in the home
- Managing household staff
- International rites of passage (naming ceremonies, etc)
- Pairing food and wine
- Herbal teas - healing plants
- World of coffee: barista

## INTERNATIONAL SAVOIR-VIVRE

- **Africa:** Kenya
- **Americas:** Brazil, Guatemala
- **Asia:** Chinese business etiquette
- **Europe:** Poland, Spain
- **Middle East:** The various Arab cultures; Doing business in the Gulf
- Understanding the nuances of cultural diversity

## PROTOCOL AND BUSINESS ETIQUETTE:

- Organizing a large business event
- Receiving guests of high rank (VIPs)
- Understanding titles of royalty and nobility

### NOTE:

**The number of places for this module is limited.**



# EXTRA CLASSES AND PRIVATE LESSONS

Customise your program by adding

## INTRODUCTION TO OENOLOGY

Build a **solid foundation for a lifetime of wine appreciation** by learning about the world of wine, how to serve and taste wine.

- Top wine-producing countries and regions
- Principal grape varieties and their key characteristics
- The making of white, rosé and red wines as well as sparkling and fortified wines
- The role and importance of climate, altitude and soil
- Wine tasting and wine terminology
- Reading a wine label
- Storing and ageing wine

**Several wines are tasted in each class** to help students more fully understand the characteristics and qualities of the wines explained in theory.

## PRIVATE MEDIA TRAINING

You will face an inquisitive, biased and aggressive “journalist” who will bombard you with questions about a crisis situation. You might be uncomfortable, yet need to stay calm in order to get your message across and not make mistakes. You will then **be debriefed on your strengths and opportunities for improvement.**

## PRIVATE LEADERSHIP TRAINING

You will tackle a challenge designed to highlight and **test your leadership qualities, including some you may be unaware of.** You will not only discover which qualities you lack or need to improve, but in most cases actually feel what's missing, too. Think of it as a thought experiment.

## TAILORED PRIVATE FRENCH

**Take your French skills to the next level** with personalized one-on-one lessons. Each private session (a minimum of 3 lessons, 1.5 hours each) is designed around a theme of your choice, and you'll be speaking French right from the start.

### For beginners

Jumpstart your French journey by learning the correct pronunciation, essential vocabulary, expressing simple thoughts and requests, and asking and answering basic questions with confidence.

**If you've studied French before** but haven't had much practice speaking, these lessons will help you improve pronunciation, enhance conversational skills, build vocabulary, and clarify any tricky grammar points.

## EFFECTIVE COMMUNICATION

What is “effective” communication? What **key assumptions** must communication make about human beings in order to be effective? **Topics include:**

- Public speaking, including body language
- Effective communication in difficult circumstances. Tactics to “contain” a problem and manage perceptions
- Responding to challenging remarks or ambiguous situations
- How storytelling contributes to effective communication

# YOUR DAY WITH US



## Sample of Timetable

	Monday	Tuesday	Wednesday	Thursday	Friday
07:30 08:00	Breakfast	Breakfast	Breakfast	Breakfast	Breakfast
08:30 10:00	Morning class for all students	Morning class for all students	Morning class for all students	Morning class for all students	Morning class for all students
10:00 10:15	Break	Break	Break	Break	Break
10:15 11:45	Morning class for all students	Morning class for all students	Morning class for all students	Morning class for all students	Morning class for all students
12:00 13:30	Lunch Tutorials	Lunch Tutorials	Lunch Tutorials	Lunch Tutorials	Lunch Tutorials
14:00 14:15	Tests (extra, optional)		Tests (extra, optional)		Tests (extra, optional)
14:30 16:00	Advanced module for Diploma		Floral Art and Table Decoration workshop	Advanced module for Diploma	Advanced module for Diploma
16:15 17:45	Effective Communication (extra, optional)				
18:00 19:30	Introduction to Oenology (extra, optional)				

Private lessons will be placed according to gaps in the individual schedule that you receive upon arrival.

# YOUR STAY IN THE AREA

What to expect?

## SPECTACULAR SURROUNDINGS

Institut Villa Pierrefeu is located in a private park in Glion, just above the town of Montreux, overlooking Lake Geneva (Léman) **with the nearest airport in Geneva**. The students benefit from the school's calm and secure location as well as its breathtaking views.

The nearby picturesque town of Montreux, renowned for its international festivals and its micro-climate, provides much entertainment during leisure time. In July, the town hosts the world-famous **Montreux Jazz Festival**.

There are many sports facilities and cultural events in the area. **With Paris and Milan only 3 hours away by train** and many other famous European cities within 1-2 hours by plane, students can take short weekend trips.

## ACCOMMODATIONS AT THE SCHOOL

**Boarding school-style accommodations** in three different buildings are available on-site, in single, double or triple rooms with bathroom. For all single rooms at the school, the bathroom is shared with one or more people. **A simple continental breakfast is included as well as access to a small kitchenette.**

Students who prefer a **single room with their own bathroom can lodge at the Hotel Victoria**, located right next to the school. Due to limited availability this must be booked at the latest two months before the course starts.

Self-laundering facilities are available for the Resident students. Air conditioning is not common in most of Europe, so there is no A/C in the rooms, only the main classrooms.

Students are **free to come and go as they wish**, outside of class hours. There are no curfews. The sleep of the other students must however be respected and no noisy activities are allowed from 10 pm to 7 am the following morning.

## BUILDINGS



1. **Pierrefeu** – Administration, Reception, formal & informal dining-room, sitting-rooms, residence, classroom.
2. **Zen** – Residence, classroom
3. **Jordil** – Residence for IVP students
4. **Hotel Victoria**

## LUNCHES AT SCHOOL

**Lunches are table manners and service practice tutorials featuring a European-style menu.** They take place every day from Monday to Friday and are included in the program fee. When applying, please mention your food allergies or restrictions so we can check whether our kitchen can satisfy your request. Unfortunately, we are unable to cater to medical or very specific diets.

Students organize their own dinners and weekend meals. Options include food delivery services or dining out at various restaurants in Montreux and the area.

## OTHER ACCOMMODATIONS

**Students can also stay in a hotel or B&B of their choice**, this is usually a good option if you travel with family members.

## INTERNET ACCESS

Wi-Fi in the school is **available for everybody** free of charge.

# WHAT IS YOUR TARGET

for the full program?

For all:

## International Etiquette and Protocol program

28 class periods per week

Want to learn even more?

YES

NO

### Advanced Module

+ 6 class periods per week

Do you want to take tests and exams?


Do you want to take tests and exams?

NO

YES

YES


NO



**Diploma in  
International Etiquette  
and Protocol**



**Certificate of  
Attendance**



**Higher Certificate in  
International Etiquette  
and Protocol**

Can't commit for 6 weeks?

**SPLIT THE PROGRAM IN HALF**  
AND TAKE IT IN TWO DIFFERENT YEARS

6 weeks in 2026

**OR**

3 weeks in 2026  
June

3 weeks in 2027  
July

**NOTE:**

Most students do the full 6-week program in one year. Some students however cannot take 6 continuous weeks off, so they opt for completing the program in two different years.

# TUITION & PROGRAM DETAILS

ALL PRICES ARE GIVEN IN CHF - SWISS FRANCS

<b>1. Application Fee and Deposit</b>	<b>6 weeks</b>	<b>3 weeks</b>
<i>Should be paid within 5 working days after being accepted</i>		
<b>Application Fee</b> non refundable (also applies to returning students)	<b>600.-</b>	<b>600.-</b>
<b>Deposit</b>	<b>2 400.-</b>	<b>1 200.-</b>
<b>2. Program, Extras &amp; Accommodations</b>	<b>6 weeks</b>	<b>3 weeks</b>
<i>Should be paid before April 1st (or May 1st if starting in July)</i>		
<b>International Etiquette &amp; Protocol program</b>	<b>17 400.-</b>	<b>8 700.-</b>
⊕ <b>Advanced module for Diploma</b> 6 extra class periods per week	<b>3 600.-</b>	<b>1 800.-</b>
⊕ <b>Exam fees for Higher Certificate or Diploma</b> if not taking tests and exams you will receive a <b>Certificate of Attendance</b>	<b>1 200.-</b>	<b>1 200.-</b>
⊕ <b>IVP Books</b>	<b>450.-</b>	<b>450.-</b>
<b>————— Extra classes &amp; lessons —————</b>		
<b>Introduction to Oenology</b> extra group class 90 minutes per week	<b>1 200.-</b>	<b>600.-</b>
<b>Effective Communication</b> extra group class 90 minutes per week	<b>1 200.-</b>	<b>600.-</b>
<b>Private French</b> extra private lesson 90 minutes per week	<b>1 440.-</b>	<b>720.-</b>
<b>Private Media Training</b> per hour	<b>400.-</b>	<b>400.-</b>
<b>Private Leadership Training</b> per hour	<b>400.-</b>	<b>400.-</b>
<b>————— Accommodations —————</b>		
<b>At the School, Single room, sharing bathroom</b>	<b>6 400.-</b>	<b>3 200.-</b>
<b>At the School, Double or Triple room, sharing bathroom</b>	<b>4 400.-</b>	<b>2 200.-</b>
<b>At Hotel Victoria, Single room with own bathroom</b>	<b>9 680.-</b>	<b>4 840.-</b>
<b>Tourist Tax</b> to be added to all accommodations	<b>280.-</b>	<b>140.-</b>

# PROCESS OF ENROLLMENT

## Step 1

Choose the dates that suit you:

**Option 1:** June 21st to July 31st, **6 weeks**

**Option 2:** June 21st to July 10th, **3 weeks**

**Option 3:** July 12th to July 31st, **3 weeks**

## Step 2

Familiarize yourself with our **Financial Conditions** as well as cancellation policy.

## Step 3

Prepare these **documents in digital format**:

- **Passport** (that is valid for the entire length of your stay plus 6 months)
- **Visa** (if needed to travel to Switzerland). If you don't have one, we will enclose the attestation for the Embassy once the full fees have been paid.
- **CV or short Bio**
- **Portrait picture**

## Step 4

Use this link to **apply for the program** and **book your interview**.

## Step 5

Once the interview is done, you will receive a **confirmation of acceptance** and an **invoice**.

## Step 6

Pay the **Application fee** and **Deposit** within **5 working days** to confirm your application.

## Step 7

Pay the **full fees by April 1st** if beginning in June **or May 1st** if beginning in July.

**Note:** The place is **only guaranteed once the full payment** has been received.

## Step 8

**2 months before the program begins** you will be contacted by our Program coordinator to give you more details on how to prepare for the program as well as our "**Student's Guide**".

## Step 9

As soon as your travel **arrangements are confirmed**, use this **LINK to inform us** on your arrival details

## Last step - Arrival day

The check-in of the students and site tour is on **Sundays June 21st and July 12th between 10 am to 3 pm**.

# HOW OUR ALUMNI DESCRIBE THEIR EXPERIENCE

“Wonderful multicultural experience with a very well trained and knowledgeable set of professors and lifestyle experts...a life experience that stays with you forever. I will always be **grateful** with the **school, directors** and **wonderful friends** I made.”

**Maria (Mexico)**

“Along with **my highest recommendation for IVP**, Institut Villa Pierrefeu, which is Europe’s leading and oldest traditional finishing school located in Switzerland, I thank each of our **exceptional instructors and staff**. You’re the reason this school remains the best of its kind.”

**Karyn (Canada)**

“The teachers have left an indelible impression on me through their teaching. My life has changed and **I have developed a new appreciation for etiquette and culture**. Through their stories and experiences, I have realized how much one can learn through travel, through interactions and exchanges. And from them I have also learned how to respect and value my own culture as well as those of others.”

**S.A. (India)**

“Thank you so much for developing such a **wonderful curriculum**, for giving me so much extra attention and support, for being demanding and holding everyone to the **highest standards** of excellence. I feel so much better equipped for life as a result.”

**M.V. (Russia)**



“I consider the summer I spent at the Institut Villa Pierrefeu to have **been a great gift**. IVP, that last vestige of elegance in a world where manners have seemingly gone astray, taught me skills that will never fade with time. Learning fine intercultural etiquette with all its subtle nuances has given me a confidence that I already feel **sets me apart in a crowd**. The knowledge I gleaned at IVP, a place where the art of finishing is constantly refined over time by experts in the field, is something no one can ever take away from me. If you are passionate about **self-improvement and investing in yourself**, there is only **one place to go**: that beautiful chalet above Montreux. For IVP has no competitors – the last true Finishing school stands alone.”

**Erin (USA)**

“IVP shaped my world - **gave me the confidence I couldn’t get from all my education globally** and made me discover great qualities of life, friendship in a multicultural environment”

**Fati (Nigeria)**





Need more details?

**BOOK A CALL WITH OUR PROGRAM  
COORDINATOR TO GET ANSWERS  
TO YOUR QUESTIONS**






**click here  
to book a call**

Other programs at IVP:  
**European Art of Dining - 5 days**  
**Modern Household Management - 5 days**





# EXPLORE THE WORLD OF INTERNATIONAL ETIQUETTE AND PROTOCOL WITH US

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