THE LONDON SEASON

Patrons

HRH Princess Katarina of Yugoslavia – HH Princess Olga Romanoff – HG The Duke of Somerset
HG The Duchess of Somerset – Lord Belhaven and Stenton – Lady Belhaven and Stenton
Ibrahim M. Alansari – Sir Tobias Clarke, Bt. – Professor T.E.A. Beravale - Ziwei Luo - Vivian Chow Wong

Chairman: Mrs. Jennie Hallam-Peel – Vice-Chairman: Mrs. Patricia Woodall
Foreword

I am delighted to support the work and mission of The London Season. In the competitive world of the globalised 21st century, social etiquette and cultural protocol are more important than ever.

We look forward to welcoming corporations and private individuals to Bradley House, my historic family home in England and in palaces and exclusive locations throughout the world. Bradley, with its historic artefacts and pleasant surroundings provides a comfortable place to experience globally developed protocol and social networking on an unparalleled level. Overseas locations in presidential and royal palaces offer unprecedented levels of hospitality and expertise.

My family has been involved in important national and international events for over five hundred years and I am keen to share these experiences with you through The London Season.

The Duke of Somerset
Welcome

Since its inception in 1780, The London Season has been synonymous with the world of etiquette, protocol and social networking at the highest level. At the heart of aristocratic British society for centuries, The London Season has evolved through the ages, always underpinned by its charitable focus, but adapting to the social innovations of each new era.

At the beginning of the 21st century, The London Season expanded overseas providing bespoke services across the globe and aiming to equip companies and individuals with the highest level social and interpersonal expertise to flourish in today’s multinational environment, hosted and mentored by our Royal Patrons, HRH Princess Katarina of Yugoslavia, HH Princess Olga Romanoff and their Graces the Duke and Duchess of Somerset, assisted by specialist mentors, chosen for their exceptional qualifications and expertise.

Mrs. Jennie Hallam-Peel
Chairman, The London Season
By kind permission of Their Graces the Duke and Duchess of Somerset, The London Season is able to offer highly exclusive weekends for both corporate and social networking at the stately home of Their Graces, Bradley House and personally hosted by Their Graces together with the Chairman and Vice Chairman of The London Season.

The weekends may additionally include clay shooting, on the estate, private hosted visits to Longleat, stately home of the Marquess of Bath and may also be combined with private dinners with peers of the realm at the House of Lords and personal interviews with Her Majesty the Queen's York Herald for those interested in personal crests. Private limousine transfers from London to Bradley House are included and further details may be obtained by email from the Chairman of The London Season by emailing: info@thelondonseason.org
The Royal Connection

Founded in 1780, the London Season was a rite of passage for generations of the British aristocracy and upper classes. Over the centuries its internationally famous events became intrinsic parts of the British social calendar, all of them forever associated with tradition, style, etiquette and protocol.

The present day London Season, whose patrons include royalty and British aristocracy, continues to be inspired by this distinguished heritage and, in particular, emphasises support for charitable causes. The London Season stages many high profile social, cultural and charitable events, including the Queen Charlotte’s Ball, the Berkeley Dress Show, the House of Lords Banquet and the London Season Ball at the World Dubai.

In 2005 The London Season expanded globally through Royal Connections, a unique series of charitable private luxury tours, through which it reaches out to support causes worldwide.

Tours have included a private royal palaces tour of Oman hosted by Her Highness Princess Susan al Said and His Excellency the Indian Ambassador to Oman, supporting educational needs in India,

A tour of Montenegro hosted by Prince and Princess Michael Karajorjovic and HRH Princess Katarina of Yugoslavia accompanied by the President of Montenegro to raise funds for disabled children and found a kindergarten to enable working mothers to return to work

A private palaces tour of Marrakech with The Honorary Consul of Marrakech to help Spana with Lord Newall

A tour of Macedonia with HRH Princess Katarina of Yugoslavia and the President of Macedonia to raise funds to support a computer system for disabled teenagers.
The London Season Protocol for the 21st Century

London

As a global centre of international business, a home to diverse cultures and a city steeped in tradition and protocol, no city offers a better opportunity for mastering global leadership techniques or business and social etiquette.

Dubai

The London Season operates from Dubai's prestigious Emirates Towers (pictured left). A rapidly expanding global business centre and a gateway to the Middle East, Europe and Asia, Dubai provides a perfect location for training in leadership skills, international business etiquette and cross-cultural awareness.

Bradley House, Wiltshire, England

By gracious permission of Their Graces The Duke & Duchess of Somerset, The London Season is delighted to weekends at Bradley House, private residence of The Duke and Duchess, and one of England's most historic stately homes. Bradley House is built on land given by King Henry VIII in 1547 to honour his third wife, Jane Seymour (whose brother was the 1st Duke of Somerset).

The London Season has access to several of London's most historic private gentlemen's clubs (many of which now also admit women) and is pleased to offer clients the unique opportunity to receive afternoon tea, lunch or dining etiquette training in one of these exclusive "members only" venues.

Bradley House is also the historic venue for The London Season exclusive “Country House Weekend Finishing School”. Hosted by The Duke & Duchess of Somerset, clients will spend a weekend learning and refining the essential social etiquette skills that they would be expected to display in order to succeed in business or society.
The Mentors:

Mrs. Jennie Hallam-Peel, BA (Hons.), PGDipEd, (Chairman)
Mrs. Hallam-Peel is a former debutante and, following a career in educational administration and the legal profession, became Chairman of the London Season in 2002. Mrs. Hallam-Peel is co-founder and Chairman of the London Season and has many years’ experience instructing debutantes and students in social etiquette. She has appeared on numerous television programmes to provide etiquette advice, including in Japan and China. British appearances include “How to be a Lady”, a one-hour etiquette documentary with Rachel Johnson. Mrs. Hallam-Peel spear-headed the global expansion of the London Season through the “Royal Connections” programme, which linked the Season to charitable projects in many countries. Mrs. Hallam-Peel lives in London and Dubai.

Sir Tobias Clarke, Bt., MA
Educated at Eton, University of Paris, Christ Church, Oxford, and New York University Graduate Business School, Sir Tobias has had a distinguished career in finance in both the United States and London. He is Vice President and was Chairman of the Standing Council of the Baronetage and the Baronets’ Trust. Previously a vice president at Bankers Trust Company New York, Sir Tobias was an associate director at the Swiss Bank Corporation of London and an underwriting member of Lloyds. He is currently a business consultant for St. James’s Place Wealth Management. Sir Tobias brings a wealth of leadership, business and protocol expertise to the London Season.

Mrs. Patricia Woodall, BA (Hons.), (Vice-Chairman)
Mrs. Woodall is a former debutante and lectured in social studies at Winkfield College and the Cordon Bleu School, London before becoming Vice-Chairman of the London Season. Mrs. Woodall is also Vice-Chairman of the London Season and has trained students and debutantes in social etiquette and modern manners for many years. Instrumental in the development of global awareness of the London Season and its charitable work, Mrs. Woodall brought the Season to countries as far afield as India, Morocco and Macedonia. She has provided etiquette advice on several television programmes, including as a judge on ITV’s “Ladette to Lady”. Mrs. Woodall lives in Shropshire and Dubai.

Professor T.E.A. Beravale, MSc, PhD, KHS, KCMO
Professor Beravale is a world-renowned economist and is currently working on a project for the United Nations. A well-known figure in the world of diplomacy and protocol, Professor Beravale is very active in the diplomatic community of London, serving as an adviser on educational and economic affairs to numerous Ambassadors and High Commissioners. Educated at Eton and with a distinguished academic career at many leading universities across the globe (including Imperial College, the University of British Columbia and the Norwegian School of Economics), Professor Beravale is well versed in all aspects of leadership, diplomacy, protocol and international and cultural customs.
**Vivian Chow Wong, Patron, Shanghai**

Mrs. Vivian Chow Wong was born and educated in Shanghai and Hong Kong. She also studied in the US & the UK. In 2012, Mrs. Chow Wong founded and produced the annual Shanghai International Debutante Ball, currently with Chaumet at the Peninsula, the ball is an extension of the traditions and etiquettes of the British debutante balls since 1780, bridged with the lifestyle and heritage of the British aristocracy, through the London Season. In 2005, she founded the Women’s Round Table Trust of the Shanghai Charity Foundation, its annual charity May Ball is responsible for the funding of life saving medical services to over 220 children, and the establishment of Shanghai’s ball culture.

**Mrs. Ziwei Luo, Executive Director, Shanghai**

Ziwei relocated to London from Guangzhou, China in 2007. Before relocating to London, she was Head of PR of the Great China region at Starcome MediaVest Group, which was a part of the Publicis Group – the largest media group worldwide in 2006. Ziwei holds a BA in Chinese Language & Literature and an MA in Journalism & Communication. Aside from her commitment to London Season, Ziwei has recently taken a part-time role of Executive Assistant to the CEO at Youth Business International (a non-profit organization), originally founded by H.R.H Prince of Wales, after being a well-respected volunteer as its China Advisor over the past years.

**Lukas Kroulik, Creative Director, United Kingdom**

Lukas is an Image Consultant and Portrait Photographer. He holds a BA Degree with Honours in Specialist Make-up & Hair Design and MA Degree in Fashion Photography from the University of the Arts London. Lukas has been featured on the BBC, Tatler and Hello! magazines and has regularly consulted for the London Fashion Week. He was also appointed Creative Director of the London Season in 2009. He has worked on projects with Joan Collins, Kim Kardashian and other celebrities.

**Madame Beravale**

Madame Beravale initially met with success in real estate and later went on to establish her own company as proprietor of thoroughbred race horses. During her years in business, she was also very active as a volunteer for numerous organisations, serving on and chairing various committees. She has been a well-known social hostess for the past 20 years and is especially fond of creating diplomatic goodwill by bringing together people of different cultures, race, and faiths in a spirit of peace and harmony. Madame Beravale has lived in several countries and visited dozens more making her very knowledgeable on international affairs and customs. She enjoys countryside pursuits such as riding, is fond of reading and research, and has written on self-improvement and etiquette.
Mrs. Dyer works at Jones Lang LaSalle, a leading global property consultancy, and has a proven track record in asset managing large portfolios, specialising in both the retail and office sector. She provides strategic commercial real estate advice on property transactions, negotiating with agents and clients across Europe, America and the Middle East, and her clients have included Deutsche Bank, Arcadia, Bank of New York Mellon and ExxonMobil. Mrs. Dyer has been involved with the London Season for many years and has given frequent talks on topics such as business etiquette and interview and negotiation skills.

Mr. Frederick Dupree BSc, ACSI (Director)
A graduate of MIT, Mr. Dupree is a former Vice-Chairman of the National Youth Council of the American Red Cross, where his work focused on leadership and international communication and cooperation between varied communities and societies. A multilingual world traveller with a corporate background in international financial services, Mr. Dupree is an etiquette expert with an extensive knowledge of international business, social and cultural customs. He has been involved with the London Season for a number of years and has represented it on several visits overseas. Mr. Dupree operates out of London, Boston and Honolulu.

Mr. Rafe Heydel-Mankoo, BA (Hons.), LL.B, MA (Director)
Mr. Heydel-Mankoo is a distinguished royal and ceremonial broadcaster for UK and North American media (BBC, SKY, ABC, CTV etc.). He has provided live television commentary for events including state visits, The Queen’s Diamond Jubilee and the funeral of Lady Thatcher. A protocol and etiquette expert, he co-edited the critically-acclaimed Burke’s World Orders of Knighthood & Merit, co-authored a major report on House of Lords reform and has been consulted by governments on policy matters. A trustee of the Canadian Royal Heritage Trust, Mr. Heydel-Mankoo has been decorated by the Crown for his royal-related work. Mr. Heydel-Mankoo’s corporate career included positions at Deutsche Bank and Mercer.

Katie Dyer, MRICS
Mrs. Dyer works at Jones Lang LaSalle, a leading global property consultancy, and has a proven track record in asset managing large portfolios, specialising in both the retail and office sector. She provides strategic commercial real estate advice on property transactions, negotiating with agents and clients across Europe, America and the Middle East, and her clients have included Deutsche Bank, Arcadia, Bank of New York Mellon and ExxonMobil. Mrs. Dyer has been involved with the London Season for many years and has given frequent talks on topics such as business etiquette and interview and negotiation skills.

Nigel Siwani
A successful, British-born businessman of Indian heritage now resident in Dubai, Mr. Siwani’s cultural background combines the best of eastern and western traditions. This cross-cultural expertise has proved extremely useful to him in his professional and business life. Mr. Siwani’s twenty-five year global real estate career has required an extensive knowledge of international business etiquette, as well as an acute awareness of cross-cultural customs, mindsets and negotiation styles.
Royal, Presidential and VIP Protocol

In the worlds of royalty, diplomacy and international relations, knowledge of protocol is an essential tool for managing and sustaining crucial relationships. The smallest unintentional error can cause dire consequences. Titles, seating plans, orders of precedence, flags, honours and decorations, national anthems and arrival times must all be coordinated flawlessly. Protocol officers spend their lives quietly and tirelessly working behind the scenes to make sure that all royal, state, ceremonial and social events run smoothly and successfully. Months of work can be spent on an event that will only last a few minutes. Expertise and precision must be of the highest standard. These are priceless organisational skills.

With its long association with royalty and aristocracy, The London Season possesses a wealth of protocol experience and must frequently utilise this knowledge in the organisation of high profile events. Our mentors have spent many years in the world of protocol and their knowledge is second-to-none.

London Season director Rafe Heydel-Mankoo participating in a promotion ceremony for a USAF Major in the Pentagon, Washington D.C.

“The London Season invited me to be an auctioneer at some of their charity functions, opportunities like this so rarely present themselves nowadays to young people, and it was an experience that I thoroughly enjoyed and benefited from.” Max Austin

Coordinating the protocol at the London Season’s Queen Charlotte’s Ball in the Foreign Office, London.
Royal, Presidential, Diplomatic and VIP Protocol

The London Season is pleased to offer a one day introductory course to international, presidential, diplomatic, VIP and royal protocol.

Course topics include:

- Introduction to protocol and diplomacy
- Foreign precedence and the Table of Precedence
- Seating arrangements
- State ceremonial
- State visits
- Official visits and private visits
- Gifts and invitations
- State and ceremonial funerals
- Titles and forms of address
- Honours and decorations
- Flag protocol
- The Diplomatic Corps
- Protocol in international organisations and European institutions
- The ranks of the British peerage
International Business and Cultural Etiquette

In today’s global marketplace, international business and cultural etiquette are more important than ever. International awareness and cultural sensitivity are no longer the preserve of the diplomatic community. Companies must prepare for global competition. To do so, their staff need to understand the culture and customs of new and emerging markets. Training in international and cross-cultural literacy can reap huge rewards.

International business travellers are well aware of the consequences of the misinterpreted gesture or the incorrect phrase. Lucrative business deals and contracts can be lost by unintentionally causing offence or misunderstanding body language. Appreciating and maximising the benefits of international business and cultural etiquette has become a vital factor in global

The London Season teaches clients how to avoid embarrassing blunders, stand out from the crowd, strengthen their business presence and enhance their image and reputation. The training will provide important information about the customs, protocol and etiquette of different cultures, examining what they are and how they differ one from another.

Hyderabad © Falaknuma Palace
Regional and National Etiquette

The rise of the major emerging economies has been one of the most dramatic developments of the last decade. The geopolitical rebalancing from east to west will benefit those who are most prepared.

Positioned in London and Dubai, and with partnered establishments in India and China, The London Season is exceptionally well placed to provide expert training in the regional and national etiquette of the emerging economies, notably:

- Middle East
- Asia
- Russia
- China
- India
- UAE

"My trip to Dubai as an Ambassador of The London Season was full of exciting challenges. Meeting new people from different parts of the world made the trip very enriching. We were welcomed with great honours and escorted to outstanding events."

Anna Zaphiriou-Zarifi

The Falaknuma Palace, Hyderabad, hosts to the London Season © Taj Falaknuma Palace

Dining Room at The Falaknuma Palace, Hyderabad, hosts to the London Season © Taj Falaknuma Palace
British and Social Etiquette

British etiquette is widely regarded as the gold standard of civility, manners and behaviour. The global popularity of the television series Downton Abbey attests to its enduring appeal. Social etiquette, although very similar to British etiquette, differs slightly in that, being international in focus, it is more generic and slightly less formal and country-specific.

Inspired by over two centuries of tradition, and with instructors drawn from the ranks of the British aristocracy, the London Season is perhaps uniquely qualified to provide instruction in this classic field of etiquette. For those who wish to polish their social skills to perfection, we are also fortunate to be able to offer afternoon tea, lunch or dining etiquette classes in one of London’s exclusive private gentlemen’s clubs, as well as a country house weekend in the private stately home of The Duke and Duchess of Somerset.

Clients trained in either British or social etiquette will find themselves able to mix at ease with all echelons of society and will know how to dress for any occasion. The complexity of formal dining will be unravelled, the mystery of titles and forms of address will be solved and the art of entertaining will be unveiled. In short, training in British and social etiquette will provide the core skills expected of any lady or gentleman.
The Essential Gentleman

This one-day course is designed to offer training in the core skills and qualities that a gentleman is expected to possess.

Subjects covered:

- An introduction to chivalry, courtesy and gentlemanly behaviour
- Etiquette and modern manners
- A gentleman’s wardrobe
- Accessories (watch, cuff links)
- Shoes
- A gentleman’s interests and lifestyle
- The gentlemen’s clubs of London
- The Season
- A brief guide to wine, port and whisky
- Spirits and cocktails
- Personal appearance
- Deportment and demeanour
- Body language
- Conversation topics
- Dining etiquette
- In the presence of a lady
- Escorting a lady

Social Etiquette for Ladies

An intensive but enjoyable one-day course that will cover the core skills associated with British and social etiquette.

Subjects covered:

- History of British and social etiquette
- Introduction to etiquette and modern manners
- British life
- Dress codes
- Informal dress
- Personal appearance and deportment
- Introductions and handshakes
- Voice
- Formal dining etiquette
- Informal dining etiquette
- Other meals
- The art of entertaining
- Gift giving
- Stationery
- Correspondence
- Invitations, replies and thank-you letters
- Mobile phones and digital etiquette
- Afternoon tea (additional)
King George III started the Queen Charlotte’s Ball in 1780 to celebrate his wife’s birthday, and it became an annual event to benefit the Lying-In Hospital at Bayswater, a cause close to the mother-of-15’s heart. The crowning event of the social season in London, debutantes were presented to the British monarch before attending the ball up until 1958, when the Queen ended the custom. Each generation the ball is organised by the custodian of The London Season. Former debutantes, Jennie Hallam-Peel and Patricia Woodall, were appointed to this role in the year 2002, following the forty year custodianship of the inimitable Peter Townend who was preceded by Lady Howard de Walden.
Highclere Castle

This year's Queen Charlotte's Ball was held at Highclere Castle, where Downton Abbey is filmed. 'Highclere Castle never fails to provide a beautiful setting, one of glamour and tiaras,' says Lady Carnarvon, chatelaine of Highclere. 'During the 1920s and 1930s, tremendous parties were held here by Lady Almina, the 5th Countess, her son Porchey and daughter-in-law Catherine, and this ball follows in the same tradition.'
Patrons

HRH Princess Katarina of Yugoslavia – HH Princess Olga Romanoff – HG The Duke of Somerset
HG The Duchess of Somerset – Lord Belhaven and Stenton – Lady Belhaven and Stenton
Ibrahim M. Alansari – Sir Tobias Clarke, Bt. – Professor T.E.A. Beravale - Ziwei Luo - Vivian Chow Wong

Chairman: Mrs. Jennie Hallam-Peel – Vice-Chairman: Mrs. Patricia Woodall

Contact Details:

The London Season
24 Hans Crescent
Knightsbridge
London
SW1X OLL
United Kingdom
T +44 203 006 1660

info@thelondonseason.org
www.thelondonseason.org