

# Guest Care Excellence for Front Liners

SERVE WITH CONFIDENCE.  
IMPRESS WITH CARE.





# Deliver Service with Impact

This training equips front-line staff in hospitality, banking, and event management with the skills to deliver exceptional guest care. Through real-world scenarios and expert-led sessions, participants will learn to create strong first impressions, communicate with empathy, manage challenging situations, and uphold a professional image. Led by protocol and diplomacy expert Dr. Joseph G. Haimari, the program blends service excellence with cultural awareness to empower attendees to represent their organizations with confidence and warmth.



# Who Should Attend

This training is ideal for professionals who interact directly with clients, guests, or visitors and want to elevate their service delivery. It is specifically designed for:

- **Hospitality professionals:** front desk agents, concierge staff, guest relations officers, and customer service teams in hotels, resorts, and restaurants.
- **Banking personnel:** tellers, branch receptionists, customer care representatives, and service advisors.
- **Event and venue staff:** hostesses, ushers, registration desk agents, and on-site coordinators.
- **Corporate front-liners:** office receptionists, administrative support staff, and client-facing assistants.



# Learning Objectives

- Recognize the importance of guest care in enhancing customer satisfaction and organizational image.
- Identify different types of guests and adapt their approach to meet and exceed expectations.
- Demonstrate a professional image through proper grooming, body language, and attitude.
- Apply effective verbal and non-verbal communication skills, including active listening and empathy.
- Manage complaints and challenging situations calmly and constructively.
- Implement best practices specific to sectors such as banking, hospitality, and events.
- Commit to continuous improvement and consistency in delivering exceptional guest experiences.

# Learning Outcomes

- Deliver service with professionalism, warmth, and care.
- Anticipate guest needs and personalize their approach.
- Present confidently with a polished, positive image.
- Communicate clearly, empathetically—even under pressure.
- Resolve issues constructively and recover service.
- Apply guest care best practices in their sector.
- Support a culture of excellence and continuous improvement.



# Training Modules

## 1. Setting the Stage: Why Guest Care Matters

- The power of service in shaping lasting impressions
- Understanding the front-liner's impact as the face of the organization
- What this training will help you achieve

## 2. Understanding Guest Expectations

- Defining the "guest": VIPs, loyal clients, internal stakeholders
- Anticipating needs and going beyond expectations
- Navigating cultural differences with empathy and awareness

## 3. First Impressions & Professional Image

- Personal grooming, hygiene, and dress code standards
- Body language: posture, gestures, and presence
- The welcoming attitude: smile, eye contact, and tone

## 4. Communication That Connects

- Verbal and non-verbal communication techniques
- Active listening and demonstrating empathy
- Using polite language and maintaining a respectful tone

## 5. Managing Difficult Situations with Grace

- Handling complaints and challenging interactions professionally
- Staying composed under pressure
- Turning service breakdowns into recovery opportunities

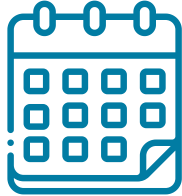
## 6. Sector-Specific Scenarios & Best Practices

- Banking: discretion, efficiency, and confidentiality
- Hospitality: warmth, responsiveness, and attention to detail
- Events: poise, guest flow coordination, and clear guidance
- Universal service behaviors every front-liner should master

## 7. Closing Session: Key Takeaways & Action Plan

- Recap of best practices and insights
- Building a commitment to continuous improvement
- Interactive discussion and Q&A

# Program Information



## DATES

Sessions will take place according to the following schedule:

7, 8, 13 January 2026

Duration: 7.5 hours

---



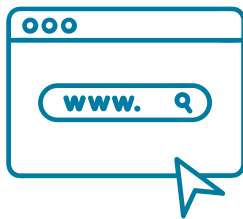
## TIMING | MODALITY | LOCATION

Timing: 3:30 PM – 6:00 PM

Modality: In-person

Location: Professional Training Center, Campus of Innovation and Sports (CIS), USJ, Beirut.

---



## REGISTRATION

Deadline 26 December, 2025

[Click Here to Register](#)

---



## FEES

\$190

---



# Meet Your Trainer



**DR. JOSEPH G. HAIMARI**  
PHD IN DIPLOMACY | PROTOCOL  
& GUEST CARE EXPERT

Dr. Haimari is a seasoned diplomat and international protocol specialist. He served as Director of Protocol for the Francophone Summit (2003) and is Lebanon's Permanent Representative (ad honorem) to the UNWTO in Madrid. He also holds senior roles with the Arab Tourism Organization and UNWTO. A graduate of the Diplomatic Academy of Vienna, he brings rich expertise in diplomacy, tourism governance, and guest care.

# Contact

The Professional Training Center  
Damascus Road, Beirut, Lebanon,  
17-5208

+961 1 421 000 - Ext 1361  
+961 70 119 341

[cfp@usj.edu.lb](mailto:cfp@usj.edu.lb)

[www.usj.edu.lb/cfp](http://www.usj.edu.lb/cfp)



[@CFP.USJ](https://www.instagram.com/CFP.USJ)

