



Overview

*Luxury*  
YACHT INTERIOR  
TRAINING





## Introduction

The Exclusive Butler School (EBS) and the Maritime Skills Academy (MSA, part of Viking Maritime Group) partner to provide Luxury Yacht Interior Training (*LYIT*).

*LYIT* provides bespoke, professional interior training for yacht crew. Our specialist trainers will upskill your crew to an exceptional standard so that they can deliver outstanding and flawless service.

The Exclusive Butler School offers bespoke in-house training. Our trainers have over *100 years* of combined high-end British private household butler knowledge and experience working for the British royal family at venues such as Buckingham Palace and other royal households worldwide.

The Maritime Skills Academy is raising industry standards in the superyacht sector by delivering advanced deck and engine simulation, marine, fire, and STCW safety training. With training centres strategically located in Dover, Portsmouth, and Gibraltar, the MSA offers bespoke maritime courses tailored to industry needs.

*LYIT* prides itself on being exclusive, with discretion as our priority. We do not participate in TV or Radio broadcasting or use third-party marketing companies. All our marketing is managed in-house, and should you choose to provide training for us, your yacht's name will not be mentioned.



**John Pettman**  
*Exclusive Butler School Managing Director*



**Matthew Jaenicke**  
*Viking Maritime Group Managing Director*



## Training modules

At LYIT, we deliver specialist training programmes to suit the needs of our clients. The mix of experience our Trainers have means you will receive a programme tailored to your needs and requirements. Should it be required, we can offer a consultation service to understand your training needs before the programme commences.

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### Communication and Etiquette

- Communication skills
- Greeting and welcoming guests
- Body language
- Tone of voice
- The language of the professional
- Handling special requirements
- Stain removing techniques



### Elite Housekeeping Standards

- Bedroom fine detailing
- Bed-making (*elite standards*)
- Product knowledge
- Laundry training
- Care of fine furnishing and fabrics
- Snagging list
- Stain removing techniques



# Mixology

A close-up photograph of three hands holding elegant, shallow cocktail glasses filled with a golden-brown liquid. The background is dark and filled with out-of-focus bokeh lights, creating a festive and sophisticated atmosphere. The word 'Mixology' is written in a large, orange, cursive script across the top of the image.

## Mixology

- Cocktail masterclass, including an introduction to mixology
- Choosing the correct glass and garnishes
- The different methods of mixing cocktails, how to balance ingredients
- Creating a range of classic cocktails based upon age-old recipes
- New trends and using ingredients tailored to your principal's preference





### Superior Table Service Skills

- Formal dinner party – techniques and tips
- Liaising with the Owner/Principal

### Table Linen

- Different sizes of cloths and their applications
- Pressing a tablecloth
- How to cloth a table
- How to box a table
- How to box an L-shaped table
- Mitring the corners
- Napkin folds

### Valeting

- Essential valeting skills
- Care of accessories
- Wardrobe management
- Packing and unpacking
- Shoe care





# Wines

## Wine Knowledge and Service

- Introduction to wines
- Cellar management and storage of wine
- Preparing, serving, decanting and tasting wine
- Champagne and sparkling wine – vintage variation
- How to open and serve Sparkling wine





## Specialist training modules

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### Cigar Masterclass

- Cigar etiquette – cutting and lighting
- Storing and aging cigars
- How cigars are made
- Cigars of various origin and sizes



### Floristry

- Care and conditioning of flowers and plants
- Lesson / tips on arranging flowers for vases and other vestibules
- Dinner party centrepieces





## Barista

- Dialling in – brew ratios, grinding beans, adjusting, tamping, variables and tasting
- Milk texturing – preparation, positioning and timing
- Latte art – creating beautiful patterns



# Our Trainers

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*Dan*, has over 15 years of hospitality and private service experience. Having initially studied Catering at Thanet College, he gained valuable experience working at Buckingham Palace and Windsor Castle, followed by the British Embassy in both Washington and Paris.

*Dan* then progressed to working as a Travelling Butler for a UHNW Swiss family, serving royalty and highly esteemed guests worldwide, before taking the role of General Manager for over six years at a Boutique Hotel and Restaurant on the Kent coast.



*Paul* is the LYIT Project and Training Manager. With a 25-year hospitality career spanning the private, luxury hotel, and corporate sectors, he brings unique and varied experience to Luxury Yacht Interior Training. After four years with the British Royal Family as Senior Footman, *Paul* went on to hold Head Butler and Household Manager roles with UHNW families, and at two of London's most prestigious hotels, Claridge's and The Dorchester. After leaving London in 2019, he became the Operations Manager for an award-winning boutique hotel in Sussex before joining Saga Ltd as the Head of Front of House, overseeing their catering, events, and front-of-house multi-site operations.



*Ronja* grew up in the small town of Rendsburg in northern Germany, close to two well-known yacht-building shipyards and the Kiel Canal. This led to her involvement in yachting and shipyards, and she started building a career in yachting and hospitality in 2008.

During her career, *Ronja* has worked as a Chief Stewardess both at sea and in the shipyard, attending to a variety of high-profile guests, including UK and other royal families. More recently, *Ronja* worked as Butler at The Savoy Hotel. Her experience and expertise span from shipyard refits, to housekeeping, valet service and silver service, to name a few. *Ronja's* passion lies in providing the best service possible for guests and clients, and she has always enjoyed sharing the knowledge she has gained over the years, passing on information, sharing experiences, and seeing junior crew learn and grow.





*Mark* started his career in the service industry over 33 years ago. His vocation has seen him progress from hotels to serving royalty and teaching. *Mark* was the programme leader for a prestigious catering college that supplied Butlers to royalty and embassies worldwide.

*Mark* is now the Butler for Exclusive Household Staff, having worked for many royal families throughout his career. He works in the private homes of UHNW individuals, royal families, and heads of state, travelling the globe and taking on various assignments.



*George* is one of 31 Masters of Havana Cigars in the world, *George* has over a decade of experience in all aspects of the cigar industry. Having started his cigar career at Sir Terrance Conran's cigar shop, *George* moved to James J Fox Cigar Merchants. Here, he took care of high net-worth clients, speaking at venues such as the House Of Lords, teaching engagements for some of the world's most prestigious households, and ultimately taking care of the vintage and rare collection held by the World's oldest cigar shop and the holder of *eight* royal warrants. From there, *George* moved to become Managing Director of both a cigar distribution company and a company specialising in providing the rarest cigars and the finest service to a network of trusted, private, HNWI. *George's* speciality and passion is providing, sharing, and teaching the finest service, storage, and collection management in the cigar world. In an industry full of speculation and opinion, *George* always makes sure that the knowledge he shares is based entirely on fact and is designed as a set of tools with which to solve almost any problem in cigar service, working with the client to ensure that knowledge imparted is entirely relevant to their circumstance.



*Steven* has years of experience in the hospitality industry, having worked in management roles in upmarket cocktail bars, restaurants and hotels. *Steven* has acquired extensive cocktail-making knowledge and skills and is passionate about passing on those attributes. *Steven* provides high-level mixology training and specialises in "doing things properly". *Steven* will deliver a cocktail masterclass that will include an introduction to mixology, the different methods of mixing cocktails, how to balance ingredients, and how to create a range of classic cocktails.

*Steven's* passion extends to coffee and the whole process behind it. *Steven's* Barista Training will provide a complete understanding of coffee and what it takes to pour perfection. *Steven* is truly passionate about his craft and always teaches in an enthusiastic, friendly and approachable manner.





*Jane* has been working in the design field for over 25 years, coming to floristry via a career in fashion.

*Jane* is now the owner of Jane at Graham Greener, a successful bespoke florist in Kent. Her goal is to incorporate quality floristry into a natural, organic way of life.



*Ruth* has been a Floral Designer for 37 years. She trained at the school of Constance Spry and Pulbrook and Gould, London. *Ruth* has designed florals for many prestigious clients and holds VIP contracts with English Heritage and the Royal Museums of Greenwich. She now trades from the idyllic town of Rye in East Sussex but travels to London frequently with beautiful florals. *Ruth* specialises in small bespoke events and weddings.



*Ellouise* owns and runs Flowers by E.G. She has 13 years of experience in the floristry sector, starting by managing shops throughout Kent and then launching her own business. She covers private events, corporate PR branding, installations, weddings, and teaching floristry throughout the UK.

*Ellouise* has trained throughout each of her positions, finally reaching a Level 4 Higher Diploma. This covers varying depths across all aspects of floristry and allows her to teach these skills.

*Ellouise* has represented the UK in multiple floristry competitions. She has competed at the RHS Chelsea Flower Show, holding three medals, including the Gold Medal and Best In Show title, which she won in 2018. She also won the coveted title of Young Women in Business in 2021.

*Ellouise* brings her creative flare, unique designs and teaching skills to various levels.



*David* is an experienced Travelling Butler who has spent the past 30 years working for an HNW family in Los Angeles and is responsible for all aspects of the family's travel, ad-hoc and seasonal.

*David* is also experienced within the private and commercial sectors of the aviation industry and has worked overseas in Africa, the Far East, the Middle East, and Europe.

Contact

[lyit.co.uk](http://lyit.co.uk)

[info@lyit.co.uk](mailto:info@lyit.co.uk)



# Training Costs

## Bespoke Training Pricing:

The costs are per Trainer and exclude VAT which is charged at 20%.

Please note that for overseas training, the client would need to provide travel, food, transfers, and accommodation for each Trainer.

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Per day: £1,600.00





# Terms and conditions

## Contract

All services provided by LYIT are subject to the terms and conditions contained within this contract.

These terms constitute the legally binding contract (the 'Contract') between you, the Client, and LYIT.

Any bespoke training request will be subject to written acceptance by LYIT, and the Contract is effective from the date of such written acceptance.

## Training

Bespoke training is subject to a minimum 4-hour booking (one module). The bespoke training programme to be provided will be agreed between you, the Client, and LYIT.

LYIT will be entitled to change the timing and to substitute any Trainer at any time.

## Fees

Confirmation of a bespoke training request is subject to payment of a non-refundable deposit of 50% of the training fees, and must be paid at the time of booking to secure the Trainer/date requested.

Following acceptance by LYIT of your application, you will be contractually bound to pay the full amount of the fees.

All fees must be paid not less than 14 days before the start of the training.

## Conduct

If LYIT considers that any person you have enrolled on to the training behaves in an unacceptable manner, LYIT will be entitled to cease their training. No refund of fees will be made.

## Termination

You may only terminate the Contract in the circumstances set out below.

You may only terminate the Contract if you give LYIT written notice of termination and LYIT receives such notice not less than 6 weeks before the start of the training.

Provided that LYIT has received your notice of termination prior to the deadline, LYIT will refund any fees paid but will be entitled to retain any deposit. If the course has been paid in full, LYIT will charge an administration fee. You must receive confirmation in writing that LYIT has agreed to terminate the Contract in order to be eligible for a refund.

The confirmation should be obtained for your records.

You may terminate the Contract (and have all monies paid returned to you) at any time during the period ending on the day falling 14 days after the date of the Contract as stated above. Notice of the termination must be in writing. To be effective the notice must be posted or delivered no later than the last day of the 14-day period set out above. If training commences prior to the expiry date of this period, you will lose your right to terminate.

If a person that is placed on the training course fails to attend for any reason, they would not be entitled to a refund or a re-booking of another training date.

LYIT will be entitled to cancel any training at any time subject to the repayment of any deposit and fees received in respect of the training which has been cancelled.

In the unlikely event of cancellation of training by ourselves, we undertake to offer a suitable transfer to an alternative date or a full refund (within 7 days) of any fees.

We advise that if you are booking your own accommodation/flights/travel that you take the above into account, as LYIT cannot be held liable for any third-party costs incurred, such as travel bookings, in the cancellation of training.

You are advised to take out a suitable insurance policy.

All refunds are made to the source of the initial payment, i.e. fees paid by a credit card can only be refunded to the same card.

## Liability

LYIT will not be liable for any loss suffered by you which is indirect, special or consequential.

LYIT will not be liable for any loss suffered by you resulting from any event which is beyond the reasonable control of LYIT.

Items of special value must not be brought to the training. LYIT will not accept responsibility for the loss of any personal possessions.

## Confidentiality

You and your staff may come into contact with confidential information during your association with LYIT. Any information regarding any candidate, client, employee or business matter of LYIT or any other organisation that comes to your attention, must be kept in strictest confidence.

Any confidential material of any kind, including course material, must not be removed from any of the premises visited during the training unless authorised to do so with the express permission or direction from an LYIT member of staff.

## General

The Contract contains all of the contractual terms agreed between you and LYIT.

No failure or delay by LYIT in enforcing any of its rights under the Contract shall be deemed to be a waiver of such right.

The Contract shall be governed by English law.

## Data protection

Any personal information you provide will be processed in accordance with the General Data Protection Regulation (GDPR). We will use the information to process your booking, provide this Contract, and provide the training. Our full Privacy Policy can be found on our website:

<https://lyit.co.uk/privacy-policy/>