

**marcus evans** linguarama

Language Training for Professionals

# Global Communication Skills

Specialist Group Programmes 2010

Function specific English language courses for:

- Marketing
- Finance
- HR
- Project Management
- Corporate Communications
- Lawyers
- PAs & Secretaries
- Presentations
- Meetings and Negotiations
- Writing Skills
- Logistics & Supply Chain Management
- International Auditors
- International Sales
- International IT Management
- Purchasing Managers
- Key Account Management



# English for Marketing

## Why should you attend?

In today's global economy, multi-national companies continue to expand their exposure through complicated and diverse marketing campaigns. To be successful, marketing strategies need to be tailored to a global marketplace as well as having to reflect differences in local markets. As a result, marketing campaigns require a much higher degree of international co-ordination to ensure that corporate, product and brand values are seamlessly aligned. Considering that many campaigns are planned, co-ordinated and even launched in English, it is becoming imperative for International Marketers to have a strong grasp of Marketing-related English. From planning campaigns to negotiating supplier contracts, excellence in English has become an invaluable skill.

## Turning Theory into Practice

Key in our series of Specialist Group Programmes, this course encourages participants to share ideas and experiences in order to facilitate the development of communication skills in relevant marketing situations and contexts. The programme will be based around the needs of the participants, developing language skills through discussion, role-plays, presentations, vocabulary development, language analysis, negotiation practice all in the context of the core functions of a Marketing Professional.

Practical language skills will be developed in the following contexts:

### Understanding the Language of Marketing

- Discussing the marketing mix
- Applying a marketing process
- Designing a marketing plan
- Analysing strategies and objectives
- Conducting market research

### Knowing the Customer

- Examining positioning strategies
- Evaluating customer research
- Drafting consumer questionnaires
- Understanding the consumer
- Discussing trends in B2B & B2C

### The Use of English in Marketing Communications

- Assessing the use of English in advertising
- Discussing sales performance
- Writing promotional copy
- Analysing the role of direct marketing
- The language of e-marketing

### Conducting Effective Marketing Campaigns

- Presenting a marketing campaign to clients and stakeholders
- The language of persuasion
- Evaluating campaign results

### Analysing Marketing Case Studies

- Coca Cola
- Dr Martens
- The Coffee Company
- Presenting your company case studies

### Functional language

- Debating marketing and brand trends
- Negotiating with clients, suppliers, stakeholders
- Facilitating meetings effectively

## Benefits to you:

- Improving your English language skills in a variety of marketing contexts
- Developing your ability to communicate technical marketing terminology in English
- Benchmarking your knowledge with other marketing professionals
- Improving the skill and speed at which you read marketing documents
- Discussing marketing case studies
- Perfecting your skills in presenting marketing campaigns in English to be more persuasive and effective
- Building on your skills in designing marketing plans and campaign documents in English
- Increasing your confidence when dealing with clients, suppliers & colleagues in English face-to-face, on the phone or in writing
- Fast tracking the development in your overall language ability

## Who should attend:

Marketing professionals working in international marketing consultancies or multi-national companies, who deal with international clients or collaborate on marketing campaigns with colleagues in English.

**Location:** Stratford-upon-Avon – 5 day

**Dates:** 15 February, 19 April, 26 July, 23 August, 20 September, 29 November

**Course Fee:** €1645

**Enrolment Fee:** €115



# English for Finance

## Why should you attend?

In today's global economy, multi-national companies manage assets and financial resources worth billions. As the global economy diversifies, so companies need to become more effective in managing the financial health of subsidiaries in diverse and complex international markets. In addition, global investors carefully analyse quarterly financial reports and companies who communicate improved performance successfully can expect further investment. As the global economy increases its reliance on English as the global language of finance, so CFOs, Financial Controllers and Financial Directors need to master their understanding of written and spoken English within the context of their roles. Whether it is handling major shareholders and investors or addressing the financial media at results time, excellence in English has become an invaluable skill.

## Turning Theory into Practice

Key in our series of Specialist Group Programmes, this course encourages participants to share ideas and experiences in order to facilitate the development of communication skills in relevant financial situations and contexts. The programme will be based around the needs of the participants, developing language skills through discussion, role-plays, presentations, vocabulary development, language analysis, negotiation practice all in the context of the core functions of a Finance Professional.

Practical language skills will be developed in the following contexts:

### Understanding the Vocabulary of International Finance

- Successfully presenting the business accounts
- Understanding the framework of the business cycle
- Describing accurately financial trends
- Assessing terminology associated with bad debt and debt recovery
- Analysing the vocabulary of recession and its implications
- Comparing American vs. British terminology – common mistakes
- Discussing currency variations and forms of money

### Reporting Successfully

- Understanding the correct use of English within financial reports
- Drafting emails and letters to reflect financial events
- Discussing the terminology of takeovers and mergers
- Examining examples of company reports

### Evaluating Case Studies

- Enron
- Shell Shock
- Handling the financial press
- Discussing Ryan Air and the low cost model
- Analysing a leading brand
- The language of the takeover bid

### Applying Role Plays

- Mastering the language of persuasion
- Expressing strong opinions and recommendations
- Successfully addressing Risk

### Describing Company Performance

- Comparing Company performance quarter to quarter
- Describing and presenting company performance to investors and media
- Successfully addressing the future – financial uncertainty & financial projections
- Discussing the regulatory environment

### Language Development

- Finance Specific Vocabulary
- Grammar clinic
- Complex pronunciation
- Reading and interpreting the financial press
- Perfecting the language of lobbying and persuasion
- Developing effective written English

## Benefits to you:

- Improving your English language skills in a variety of financial contexts
- Developing your ability to communicate technical financial terminology in English
- Benchmarking your knowledge with other finance professionals
- Improving the skill and speed at which you read financial documents
- Discussing financial case studies
- Perfecting your skills in presenting financial reports and information in English to be more persuasive and effective
- Building on your skills in drafting financial letters, emails and reports in English
- Increasing your confidence when dealing with clients & colleagues in English face-to-face, on the phone or in writing
- Fast tracking the development in your overall language ability

## Who should attend:

Financial professionals working in international consultancies, audit firms or multi-national companies, who deal with international clients or discuss financial issues with colleagues in English. Financial professionals responsible for presenting financial information to international investors and the financial press.

**Location:** London – 5 day

**Dates:** 15 February, 22 March, 17 May, 28 June, 26 July, 18 October, 29 November

**Course Fee:** €1645

**Enrolment Fee:** €115



# English for HR

## Why should you attend?

In today's globalised marketplace, companies are increasingly looking to improve the efficiency of core HR practices right across the spectrum. From recruitment and retention processes, talent management to training and development processes, these areas are becoming more and more centralised. To facilitate this change, HR Professionals not only need to become skilled at understanding all HR processes, they need to understand how to communicate specific HR terminology and methodology in effective business English.

## Turning Theory into Practice

Key in our series of Specialist Group Programmes, this course encourages participants to share ideas and experiences in order to facilitate the development of communication skills in relevant Human Resources situations and contexts. The programme will be based around the needs of the participants, developing language skills through discussion, role-plays, presentations, vocabulary development, language analysis, negotiation practice all in the context of the core functions of an HR Professional.

Practical language skills will be developed in the following contexts:

### Understanding the Role of HR

- The concept of the company organigram in English
- Facilitated discussion about place and role of HR in your company/country
- Staff planning
- Succession planning

### Enhancing Recruitment Processes

- Advertising for maximum ROI accurately in English
- Establishing objectives and pre-planning
- Identifying the best candidates through effective CV screening
- Interviewing approaches and techniques: recruitment, exit interviews and critical incidents
- Establishing terms and conditions of service in English
- Introducing successful Induction processes

### Achieving an Empowered and Motivated Workforce

- Improving staff motivation through effective use of appraisal systems
- Conducting constructive appraisal interviews
- Constructing staff development plans
- Negotiating performance based salaries: the win-win scenario
- Providing 360° feedback for maximum effect
- Using Emotional intelligence in conflict management
- Conducting targeted employee surveys

### Successful employment practice

- Analysing cultural aspects of employment
- Assessing the challenges of employing globally
- Determining conditions of service
- Formulating employment contracts in English
- Monitoring employees' conduct

### Implementing Corporate Wide Training Strategies

- Conducting corporate needs analysis

- Developing a strategic corporate wide training plan in English
- Developing a consultancy approach to sell the strategy in the organisation
- Implementing the strategy
- Applying project management tools for planning

### The Art of Downsizing/rightsizing

- Managing change and resistance to change
- Developing consultation processes and collaborative relationship
- Handling the redundancy process

### Mergers and Acquisitions

- Identifying corporate culture
- What to do when cultures clash
- Successfully integrating HR processes and systems
- Introducing job rotation

### Language development

- Grammar review
- Tense review
- Vocabulary development
- Language for meetings and negotiations
- Persuading, presenting, negotiating, questioning techniques, influencing skills, expressing opinions

## Benefits to you:

- Improving your understanding of all HR processes
- Developing your ability to communicate technical HR terminology in English
- Benchmarking your processes with other HR professionals
- Advancing your English oral and writing skills in expressing business arguments in an HR context
- Fast tracking the development in your overall language ability

## Who should attend:

HR Professionals needing to improve their ability to communicate in English on HR related issues and needing to develop a better understanding of HR terminology in English for improved results.

**Location:** Cheney Court – 5 day residential

**Dates:** 18 January, 01 March, 03 May, 14 June, 12 July, 23 August, 20 September, 04 October, 08 November, 06 December

**Course Fee:** €2495 includes full board accommodation at our Residential Training Centre Cheney Court

**Enrolment:** €115



# English for Project Management

## Why should you attend?

In today's global economy, the responsibility for managing complex projects and/or becoming integrated into departmental or cross-functional project teams increasingly means working with spoken and written English. Project managers need the ability to communicate confidently with and understand colleagues, clients, suppliers and stakeholders at all levels of project responsibility. An understanding of the English language relating to project management theory, methodology and application is therefore essential.

## Turning Theory into Practice

Key in our series of Specialist Group Programmes, this course encourages participants to share ideas and experiences in order to facilitate the development of communication skills in relevant project management situations and contexts. The programme will be based around the needs of the participants, developing language skills through discussion, role-plays, presentations, vocabulary development, language analysis, and frequent group and individual feedback - all in the context of the core functions of project management.

English for Project Management is designed to develop and practise the language and skills required to manage projects in an international business context. There will be a focus on delivering the English language skills necessary for people management in order to ensure successful control and delivery of projects. The course is driven by practical experience and relevant industry case studies making our English for Project Management training dynamic and applicable.

Practical language skills will be developed in the following contexts:

### Methodologies, tools and techniques of managing a project

- English for Effective planning and realistic scheduling
- Understanding project control and reporting systems in English
- Applying English to appropriate project management methodologies and techniques
- Using English to provide clear roles, responsibilities and accountabilities
- English in change control
- Network Diagrams

### Effective Communication

- Project reporting in English
- English for managing and informing internal and external parties involved in the project – clients, committees, boards and sponsors
- Language for meetings and negotiations
- Language for presenting information
- Using English to communicate with remote teams

### The Principles of Project Management

- Discussing what constitutes a project and what makes a successful project
- Setting clear project objectives, goals and specifications in English
- Using English to improve your contribution and effectiveness within a project team
- Understanding why projects so often fail

### Managing the People

- Building and managing successful project teams and working relationships in English
- Discussing and defining the role and skills of the project leader
- Language for motivation and for creating and contributing to a positive team culture
- Delegating with confidence in English
- The language of managing conflict and difficult situations
- Planning and contributing to effective meetings in English
- Developing your language and interpersonal communication skills

### Language development

- Grammar clinic
- Tense Review
- Project management vocabulary review
- Fluency development

## Benefits to you:

- Improving your English language skills in a variety of project management contexts
- Developing your ability to communicate technical project management terminology in English
- Benchmarking your knowledge with other project managers
- Discussing case studies
- Increasing confidence when using English
- Fast tracking the development of your overall language ability
- Developing language skills applicable across functions and responsibilities and key to the progression of your career

## Who should attend:

Project Managers wishing to improve their English in order to communicate effectively with clients, suppliers and colleagues in English face to face, on the phone or in writing.

**Location:** Cheney Court – 5 day residential

**Dates:** 22 February, 17 May, 25 October, 06 December

**Course Fee:** €2495 includes full board accommodation at our Residential Training Centre Cheney Court

**Enrolment Fee:** €115



# English for Corporate Communications

## Why should you attend?

In a competitive global marketplace and in the face of increasing business pressures, it has never been more important to communicate effectively with external and internal audiences. Successful communications are increasingly central to the management of an organisation's reputation in all its forms. Today's communications professionals and PR managers increasingly need to be able to use spoken and written English competently and confidently. Whether it is to explain ideas and strategies to stakeholders or to bring staff onboard through a period of change, excellent English skills allow you to communicate directly with your audience ensuring maximum impact for your message.

## Turning Theory into Practice

Key in our series of Specialist Group Programmes, this course encourages participants to develop their language skills in relevant corporate communications and PR situations and contexts. The interactive programme is designed to develop and practise the language and skills required to communicate effectively in a range of international business contexts. Our highly experienced trainers ensure that the programme will be based around the needs of the participants, developing language skills through vocabulary development, language analysis, grammar reviews, discussion, role-plays, presentations and frequent group and individual feedback.

Practical language skills will be developed in the following contexts:

### The Key to Effective PR and Communication Programmes in English

- How to organise and clarify your message in English
- Using English language persuasively with colleagues
- Discussing how to identify your key audiences and understand their needs
- Using English in the media

### Developing Corporate Communications

- Discussing the elements of a corporate communications programme
- Dealing with the press in English
- Role-playing interviews in specific situations e.g. disaster / recovery / crisis
- Analysing case studies

### Effective Media Relations

- Understanding the media and their needs
- Taking control of media situations and interviews
- The key to writing and presenting successful press releases

### Crisis Management

- Anticipating and handling issues and situations in English
- Crisis and issues management in English
- Improving external relations and enhancing your organisation's reputation

### Practical Application

- Filmed role plays with analysis and feedback assessment
- Applying your knowledge through practical case study analysis
- Building skills to gain the most from effective media relations
- Individual and group feedback

### Language Development

- Vocabulary for Corporate Communications
- Grammar clinic
- Tense Review
- Fluency development

## Benefits to you:

- Improving your English language skills in a variety of corporate communications and PR contexts
- Discussing the communication strategy-building process with other professionals and how you can apply it to your communication scenarios
- Increasing confidence when using spoken and written English
- Improving key English skills to gain the most from effective media relations
- Benchmarking your knowledge with other project managers
- Developing practical corporate communications tools that you can immediately use in all aspects of your role
- Practising applying your skills with feedback from our trainers and your peers
- Fast tracking the development of your overall language ability

## Who should attend:

Those with responsibility for planning and executing corporate communications and PR campaigns and who wish to advance their practical English language skills in a corporate communications environment.

**Location:** Cheney Court

**Dates:** 22 March, 07 June, 09 August, 11 October, 22 November

**Course Fee:** €2495 includes full board accommodation at our Residential Training Centre Cheney Court

**Enrolment fee:** €115



# English for Lawyers

## Why should you attend?

In today's globalised marketplace, companies are increasingly working internationally. Exposure to foreign legal systems and legislative processes is becoming commonplace and international lawyers are now required to communicate successfully in English using the appropriate legal language and terminology. Due to the international nature of legal work, a lawyer's ability to understand and communicate complicated legal processes and legislation in English is an invaluable skill providing a competitive advantage when operating in an international environment.

## Turning Theory into Practice

Key in our series of Specialist Group Programmes, this course encourages participants to share ideas and experiences in order to facilitate the development of communication skills in relevant Legal situations and contexts. The programme will be based around the needs of the participants, developing language skills through discussion, role-plays, presentations, vocabulary development, language analysis, negotiation practice all in the context of the core functions of a Legal Professional.

Practical language skills will be developed in the following contexts:

### Understanding the International Legal Systems

- The background of the English legal system
- Developing presentation skills to present core concepts of your country's legal system
- Understanding English terminology within the judicial system

### Fundamentals of English in Contracts

- Understanding the nuances of English in contracts
- Principles of drafting contracts
- Applying the appropriate contractual terms
- Interpreting English legal contracts
- Using and understanding legal collocations
- Successfully drafting contract clauses in English
- Negotiating contract terms in English

### Developing English Writing Skills in Documents

- Applying appropriate English in written letters of advice
- Mastering the correct functional language
- Examining forms of advice and recommendation
- How to maintain consistency
- Maximising the effect of concise English
- Recognising the merits of archaic vs modern language

### Discussing Case studies

- Examples of language used in breach of contract
- Focus on property disputes

### Legal Language in Practice

- Approaching the distribution agreement
- Actively addressing the property dispute

### Examining Authentic Cases

- Experiencing a visit to Old Bailey or Royal Courts of Justice
- Conducting active analysis of cases
- Analysing and debating written judgements

### Language Development

- Correct use of job-specific vocabulary
- Grammar review
- Developing your fluency
- Accurate reading comprehension of case studies & legal drafts

## Benefits to you:

- Improving your English language skills in a variety of legal contexts
- Developing your ability to communicate technical legal terminology in English
- Benchmarking your knowledge with other legal professionals
- Improving the skill and speed at which you read legal documents
- Discussing case studies and presenting cases in English to be more persuasive and effective
- Building on your skills in drafting legal letters, contracts and reports in English
- Increasing your confidence when dealing with clients & colleagues in English face-to-face, on the phone or in writing
- Fast tracking the development in your overall language ability

## Who should attend:

Lawyers working in international law firms or multi-national companies who deal with international clients or discuss legal issues with colleagues in English. Lawyers moving into roles involving work on an international basis.

**Location:** London – 5 day

**Dates:** 22 February, 29 March, 10 May, 05 July, 06 September, 08 November

**Course Fee:** €1645

**Enrolment Fee:** €115



# English for PAs and Secretaries

## Why should you attend?

In today's business world, where even small companies are working internationally, the role of Personal Assistant/Secretary requires the ability to communicate effectively in English, either internally with colleagues or externally with clients or suppliers. Increasingly there is a need for Personal Assistants and Secretaries, who are in charge of their boss's Agenda to be able to make arrangements, organise meetings, write emails and letters, take minutes all in English, the language of international business. They need to communicate with colleagues, clients and suppliers in English which is clear and well-structured. Improving your communication skills in English will help you to perform your role more effectively and to help your colleagues more efficiently.

## Turning Theory into Practice

Key in our series of Specialist Group Programmes, this course encourages participants to develop their language skills in situations and contexts relevant to their professional work. The programme will be based around the needs of the participants, developing language skills through practical application, vocabulary development, language analysis, active listening practice, relevant role-plays and frequent group and individual feedback. Participants will also discuss the Cultural Aspects of their roles and of dealing with people from many nationalities.

Practical language skills will be developed in the following contexts:

### The Role of the PA/Secretary

- Defining and developing the role of the PA/Secretary
- Describing the most important challenges & how to overcome them
- Planning for development

### Effective Communication

- Interacting with others
- Defining and developing the role of the PA/Secretary
- Relevant vocabulary for different company functions (HR/Finance etc)
- Making plans and diary arrangements

### Dealing with visitors

- Welcoming, Introductions and Greetings
- Making small talk
- Checking and clarifying arrangements

### Organising a conference or event

- Planning the event
- Writing to participants and delegates
- Circulating information
- Collating requirements
- Clarifying requirements – ordering equipment
- Dealing with the Venue – precise and clear instructions
- Complaints and apologies

### Communicating in writing

- Emails and short notes
- Formal and informal letters
- Report writing
- Diplomatic language
- Clarity and conciseness
- Summarising and concluding
- Taking minutes of a meeting
- Writing up the minutes

### Telephoning

- Simplicity and clarity
- Pronunciation
- Making suggestions and proposals
- Taking notes and messages
- Using your voice effectively

### Practical application

- Relevant role-plays and practice
- Individual and group feedback
- Sharing ideas and experiences with others
- Discussion of Cultural factors when dealing with other nationalities

## Benefits to you:

- Improving your English language skills in contexts relevant to your role
- Recognising the key functions of your role
- Receiving individual feedback on your language skills
- Perfecting your skills in English to be more effective and efficient in your job
- Building on your skills in preparing meetings, business trips, conferences and other events
- Increasing your confidence when using English with visitors and colleagues
- Fast tracking the development in your overall language ability

## Who should attend:

Personal Assistants and Secretaries who need to improve their English skills to work more effectively and efficiently in an international environment.

**Location:** London – 5 day

**Dates:** 08 February, 22 March, 12 April, 17 May, 14 June, 12 July, 09 August, 20 September, 25 October, 22 November

**Course Fee:** €1645

**Location:** Stratford-upon-Avon – 5 day

**Dates:** 18 January, 15 March, 19 April, 31 May, 05 July, 02 August, 13 September, 18 October, 15 November

**Course Fee:** €1645

**Enrolment Fee:** €115



# English for Presentations

## Why should you attend?

In today's global economy many different business roles within an organisation require the ability to communicate information and ideas successfully and persuasively in English in a wide variety of contexts and situations. Increasingly there is the need to communicate this information in English to an international audience. It is important to be able to communicate formally with colleagues, clients and stakeholders in English which is clear, well-structured and persuasive. Making effective presentations in English has become an invaluable skill.

## Turning Theory into Practice

Key in our series of Specialist Group Programmes, this course encourages participants to share ideas and experiences in order to facilitate the development of presentation skills in situations and contexts relevant to their professional work. The programme will be based around the needs of the participants, developing language skills through practice presentations, vocabulary development, language analysis, group discussion and frequent group and individual feedback – all in the context of the making professional presentations.

Practical language skills will be developed in the following contexts:

### Understanding Presentations

- Defining and re-defining the objectives of presentation
- Looking at key components of successful presentations
- Evaluating what makes a successful presentation – planning, structure, delivery?

### Knowing your audience

- Who are you presenting to? How do you establish rapport?
- What are their expectations?
- What do they already know?
- Anticipating audience reaction and planning your response

### Preparing a presentation

- Establishing and conveying your message
- Organising content – writing scripts, editing material and using notes to emphasise key points
- Preparing visuals – content, design, clarity
- Signposting stages
- Managing your presentation time effectively
- Cross-cultural check list – taking into account cultural differences

### Delivering the Presentation

- Analysing verbal and non-verbal contributions
- Improving your confidence and stance
- Fine tuning your body language
- Delivering effective introductions
- Being persuasive
- Creating an impact
- Emphasis, repetition and softening
- Adopting clear and concise English
- Signposting language
- Pronunciation and voice work
- Articulation, intonation and stress when presenting in English

- Referring to visuals
- Making recommendations

### Advanced Presentation techniques

- Tripling
- Using rhetoric
- Exploiting contrast

### Ending the Presentation

- Effective endings
- Summarising and concluding

### Dealing with questions

- Establishing rapport – how to maintain attention and interest
- Survival tactics – handling interruptions and objections
- Techniques for dealing with difficult questions
- Clarifying and rephrasing

### Practical application

- Regular mini-presentations
- Individual and group feedback
- Video-recording and playback for self-assessment
- “Watch and analyse – Discuss and improve”

## Benefits to you:

- Improving your English language and Presentation skills in a relevant context
- Benchmarking your skills with other professionals
- Individual feedback on your presentation skills
- Perfecting your skills in presenting in English to be more persuasive and effective
- Building on your skills in designing and preparing presentations tailored to your audience
- Increasing your confidence when presenting to clients, colleagues and stakeholders in English in a variety of scenarios: sales presentations, board meetings, conferences, committees
- You leave the course with a check list to help you continue self-evaluation and improvement
- Fast tracking the development in your overall language ability

## Who should attend:

Professional and business people who need to present information in English and wish to do so more effectively and persuasively.

**Location:** London non-residential

**Dates:** 25 January, 08 March, 19 April, 31 May, 12 July, 09 August, 04 October, 15 November

**Course Fee:** €1645

**Location:** Cheney Court residential

**Dates:** 15 March, 05 July, 15 November

**Course Fee:** €2495 includes full board accommodation at our Residential Training Centre Cheney Court

**Enrolment Fee:** €115



# English for Meetings and Negotiations

## Why should you attend?

In today's global economy virtually all key roles within an organisation require the ability to communicate effectively in Meetings and Negotiations, either internally with colleagues or externally with clients or suppliers. Increasingly there is the need for this communication to be in English, the international language of business. It is important to be able to communicate with colleagues, clients and suppliers in English which is clear, well-structured and persuasive. Effective English in Meetings and Negotiations has become an invaluable skill.

Being aware of the cross cultural aspects of International Meetings and Negotiations is also a vital factor in being successful. Understanding, managing and agreeing the expectations of participants will contribute to the success of a meeting.

## Turning Theory into Practice

Key in our series of Specialist Group Programmes, this course encourages participants to develop their language skills in situations and contexts relevant to their professional work. The programme will be based around the needs of the participants, developing language skills through practice Meetings and Negotiations, vocabulary development, language analysis, active listening practice, extensive role-plays and frequent group and individual feedback. Participants will also discuss the Cultural Aspects of meetings and their expectations of how meetings work and the associated decision-making process.

Practical language skills will be developed in the following contexts:

### The Role of Meetings

- Analysing cross-cultural aspects
- What should the meeting achieve
- Evaluating what makes a successful Meeting
- Golden rules for success

### Preparing the meeting

- Preparatory documentation
- Establishing aims
- Key principles and stages
- Agreeing the outcome
- Defining your bottom line

### The Language of Meetings

- Opening and closing meetings
- Agreeing and disagreeing
- Clarifying and confirming
- Interrupting and dealing with interruptions
- Clarifying your position and asking for clarification
- Interrupting and dealing with interruptions
- Active listening skills – tone and meaning
- Non-verbal communication – body language

### Chairing a meeting

- Managing the process
- Dealing with conflict
- Using diplomatic language
- Challenging and defending an opinion
- Summarising and concluding

### Negotiations

- Applying the golden rules of negotiation
- Phrases used in negotiation
- Setting parameters
- Making concessions
- Assertion vs aggression
- Proposing and bargaining

### Practical application

- Role-plays and practice negotiations
- Individual and group feedback
- Recording for self-assessment
- Discussion of inter-cultural factors

## Benefits to you:

- Improving your English language skills for greater success in meetings and negotiations
- Recognising the key stages of a negotiation
- Individual feedback on your language skills
- Perfecting your skills in English to be more persuasive and effective
- Building on your skills in preparing for the meeting and anticipating the language necessary
- Increasing your confidence when using English with clients and colleagues
- Increasing your awareness of working successfully in a cross cultural environment
- Fast tracking the development in your overall language ability

## Who should attend:

Professional and business people who need to use English in international meetings and negotiations and wish to do so more effectively and persuasively.

**Location:** Cheney Court

**Dates:** 11 January, 01 February, 22 February, 08 March, 29 March, 19 April, 10 May, 31 May, 21 June, 12 July, 02 August, 16 August, 06 September, 27 September, 18 October, 08 November, 29 November, 13 December

**Course Fee:** €2495 includes full board accommodation at our Residential Training Centre Cheney Court

**Enrolment Fee:** €115



# English for Writing Skills

## Why should you attend?

As companies and organisations increasingly need to communicate effectively across international borders the requirement for precise and effective written communication gains increasing importance. Staff at all levels need to improve their written skills to ensure their communication is clear, precise, consistent and correct. Emails, business letters, financial reports and memos need to convey their message and meaning clearly and efficiently.

## Turning Theory into Practice

Our Specialist group Programme “English for Writing Skills” encourages participants to look at their written work and helps them to improve their techniques in terms of expression, tone, formality and style. The programme will be based around the needs of the participants, developing language skills through a series of writing tasks encompassing a range of appropriate styles, tone and register. There will be regular feedback on each participant’s work and opportunities to revise and improve their output.

### Analysing “Writing Skills”

- Discussing a variety of styles
- Exploring different registers
- Analysing specific documents
- Spoken vs. written language
- Understanding tone and register

### A Model for Writing English

- Clarity
- Conciseness
- Correctness
- Consistency
- Cohesion

### Functional English

Looking at:

- The functions regularly used in business letters and reports eg.
- Making reference
- Using polite phrases and transition markers
- Making recommendations
- Focusing attention
- Offering assistance

### Creating a Cohesive document

- Making reference
- Using polite phrases and transition markers
- Ensuring consistency

### Using plain English

- Making your document more modern and up-to-date
- Avoiding archaic phrases and content
- Ensuring clarity in style

### Language Development

- Specific writing techniques
- Accuracy in both spoken and written English
- Grammar clinic
- Reading skills to improve awareness of tone and style

## Benefits to you:

- Improving your English language writing skills in a variety of contexts
- Developing your awareness of different types of documents
- Becoming aware of appropriate tone, style and register for a range of applications
- Improve the speed with which you produce written documents
- Increasing your ability to ‘self-correct’
- Providing you with practical tools to help you to continue to improve your writing skills after the programme
- Fast tracking your overall language ability
- Increasing your confidence when writing reports, emails and business-related documents

## Who should attend:

This programme is for staff working in an international environment who have to deal with documents in English and have to write reports, letters and emails, professional staff responsible for providing information and ideas to their colleagues and clients in a clear, effective and unambiguous format. Participants will generally have a good standard of English, approximately Linguarama Level 2.0 or above.

**Location:** Stratford-upon-Avon – 5 day

**Dates:** 11 January, 01 February, 22 March, 17 May, 19 July, 30 August, 01 November, 13 December

**Course Fee:** €1645

**Enrolment:** €115



# Logistics and Supply Chain Management

## Why should you attend?

In a global market place and in the face of increasing business pressure, efficient and effective Supply Chain Management can provide a real competitive advantage. With more and more companies operating in an international environment, Supply Chain and Logistics Management requires a higher degree of international coordination to ensure the smooth flow of goods, information and other resources from the point of origin to the clients and end-users, in many cases thousands of miles away. English is the language used as the tool of communication between different nationalities to manage this complex and challenging process. This makes English an invaluable skill for all levels of management working within the Supply Chain and Logistics function.

## Turning theory into practice

One of our series of Specialist Group Programmes, this course encourages participants to share ideas and experiences in order to facilitate the development of communication skills in relevant Supply Chain Management situations and contexts. The programme will be based around the needs of the participants, developing language skills through discussion, role-plays, presentations, vocabulary development, language analysis and frequent group and individual feedback.

Practical Language Skills will be developed in the following contexts:

## Methodologies, tools and techniques in Managing Logistics

- Developing the language needed for planning cost effective and flexible supply chain solutions
- Defining in English the challenges of managing international supply chains extending over national borders
- Discussing the management of warehousing and planning warehousing solutions
- Practising the English needed to identify and analyse operational supply chain models based on product type, technology requirements and customer geography
- Building language to focus on the challenges of transport and distribution to meet smaller frequent deliveries and “just in time” production schedules
- Using English in assessing the benefits of third party logistics (3PL)
- Discussing shared user services to provide flexibility for customers

## Effective Communication

- Reporting solutions in English
- English for managing and informing internal and external parties involved within Logistics management and international Supply Chains – clients, outsourced parties, service providers
- Language for meetings and negotiations
- Language for presenting information
- Using English to communicate with remote teams

## The principles of Managing Logistics

- Compare and contrast what constitutes successful Logistics Management across different industries
- Identifying the constituent parts of Logistics Management
- Discussing the evolution of Logistics Management over the years
- Creating the balance between efficient Logistics and environmental pressures and concerns

## Managing the People within the Logistics process

- Delegating with confidence in English
- The language of giving opinions, finding solutions and managing disagreements
- Participating in international meetings
- Developing interpersonal communication skills
- Building relationships, collaborating with third parties and managing outsourced contracts

## Language Development

- Grammar clinic
- Tense Review
- Vocabulary review for Managing Logistics
- Fluency Development

## Benefits to you

- Improving your English language skills in a variety of Logistics and Supply Chain Management contexts
- Developing your ability to communicate technical Logistics and Supply Chain terminology in English
- Benchmarking your knowledge with other Supply Chain managers
- Discussing case studies
- Increasing confidence when using English
- Fast tracking the development of your overall language ability
- Developing language skills applicable across functions and responsibilities and key to the progression of your career

**Location** - 5 day residential at Cheney Court – the Linguarama Executive Residential Training centre. For details see our brochure [www.linguarama.com/cheneybrochure](http://www.linguarama.com/cheneybrochure)

**Programme** 5-day course (arrive Sunday, depart Saturday)

**Dates** 01 March, 24 May, 21 June, 02 August, 01 November

**Course Fees** €2495 includes full board accommodation at our residential Training Centre – Cheney Court

**Enrolment Fee** €115



# Effective English for International Auditors

## Why should you attend?

The role of the international auditor, internal or external, has never been more important. The ability to communicate successfully in English in order to understand, question, explain, discuss, warn, advise and report effectively is crucially important when you are dealing with colleagues, suppliers or clients.

If you want to express yourself more rapidly, clearly, diplomatically and precisely, the Effective English for Auditors course is for you.

Following the recent compliance reforms, the world of auditing has changed rapidly. Recent international corporate scandals and financial failures have highlighted the importance of the auditing process. To maintain a competitive edge in the current economic downturn, multi-national companies need to:

1. lower the costs of their operations
2. deliver greater value to their customers.

The global economy is now reliant on English and, to help clients achieve their objectives, auditors need to ensure that they understand written and spoken English and that they can convey their meaning clearly and efficiently.

## Turning Theory into Practical Language Skills

One of our successful series of Specialist Group Programmes, this Effective English for Auditing course will boost your ability to understand and participate in discussions and meetings about recent developments in the field of audit.

You will be encouraged to share your ideas and experiences of international audit with participants from other countries and countries. The course will be designed around the specific needs and objectives of each group, so that you will extend your range of relevant language.

We will develop your language skills for practical use through discussion, role plays, presentations, vocabulary development, language analysis and negotiation practice, all in the context of the core functions of an international auditor. Areas covered include:

### Understanding the Vocabulary of International Audit

- Auditing Principles
- International Standards of Auditing
- Sarbanes-Oxley Reporting
- Business Risk Management
- Corporate Fraud
- Mandatory and Voluntary Disclosure
- Challenges Facing Auditors in the IT Environment
- Corporate Governance and Ethical Standards

### Reporting Successfully

- Examining Company Reports
- Reporting Standards
- Writing Clear and Concise Audit Reports
- Drafting Emails and Letters to Advise on Best Practice

### Evaluating Case Studies such as:

- AIG
- Enron
- The Parmalat Scandal
- The Sibir Saga

### Applying Role Plays

- Questioning and Discussing Results and Performance
- Advising and Warning on Controls and Processing Systems Weaknesses
- Analysing and Presenting Cost Saving Opportunities
- Adopting Principles and Tools to Drive Cost Reductions and Process Improvements

### Company Performance

- Describing Company Structure
- Analysing and Presenting Financial Statements
- Reporting on Company Performance
- Measuring Audit Processes against Best Practice

### Language Development

- Audit Specific Vocabulary
- Grammar Clinic
- Complex Pronunciation
- Reading and Interpreting the Financial Press
- Perfecting the Language of Advising, Warning and Recommending
- Developing Effective Written English

## Benefits to You

- Improving your English language skills in a variety of audit contexts
- Developing your ability to use audit terminology in English
- Benchmarking your knowledge with other auditors
- Improving the skill and speed with which you read financial documents
- Discussing and exchanging opinions on audit case studies
- Perfecting your skills in presenting financial reports and information in English
- Expressing yourself more persuasively and effectively
- Building on your skills in drafting financial letters, emails and reports
- Increasing your confidence when dealing with clients and colleagues
- Sounding more credible when communicating face-to-face, on the phone or in writing
- Accelerating the development of your overall communicative competence

## Who should attend?

Internal or external auditors in multinational companies, audit firms, international consultancies and organisations who deal with international clients or colleagues and who need to communicate more effectively on financial and management issues.

**Location:** London

**Dates:** 29 March, 10 May, 05 July, 06 September, 08 November

**Course Fee:** €1645

**Enrolment Fee:** €115



# English for International Sales and Sales Management

## Why should you attend?

Few businesses can survive without an effective, highly-motivated sales force with professional sales people driving sales and experienced management leading them forward. With increasing globalisation, sales forces and management must operate across national and cultural boundaries often using English as the common communication tool. It is increasingly important for sales professionals to be able to understand and communicate sales specific information with colleagues, clients and prospective clients using clear and effective business English.

## Turning Theory into Practice

This course encourages participants to develop their language skills in situations and contexts relevant to their professional work. The content will be based around the needs of the participants, developing language skills through language analysis, role plays and practice situations, vocabulary development and group and individual feedback. Practical language skills will be developed in the following contexts:

## Understanding the Language of Sales

- Discussing the structure, roles and responsibilities of the sales force
- Characteristics of successful sales personnel
- Cross cultural differences
- Prospecting and pipeline management
- Features vs. Benefits
- Matching the sales cycle to the buying cycle

## Effective Communications

- English language for sales meetings
- Product presentations in English
- Asking and answering questions effectively
- Language of agreeing, disagreeing, persuading and influencing
- Objection handling
- Negotiating with prospects

## Telephone skills

- Calling prospects
- Using your voice effectively
- Simplicity and clarity

## Language Development

- Sales/Marketing specific vocabulary development
- Grammar review
- Fluency development
- Pronunciation

## Benefits to you:

- Perfecting your skills in English to be more persuasive and effective in sales contexts
- Developing your ability to communicate sales information in English
- Developing your ability to communicate your sales proposition both internally and externally
- Sharing ideas with other professionals
- Fast tracking your overall English language ability
- Increasing your confidence when dealing with clients & colleagues in English face-to-face, on the phone or in writing
- Improving your English language skills for greater success in sales meetings and negotiations
- Individual and group feedback on your language skills  
The opportunity for sales role-plays and practice with other sales professionals

## Who should attend:

Sales staff, sales managers and directors who wish to improve their English language skills in the context of sales.

**Location:** London – 5 day

**Dates:** 12 April, 21 June, 11 October, 15 November

**Course Fee:** €1645

**Enrolment Fee:** €115



# English for International Information Technology

## Why should you attend?

Information Technology (IT) and Information Systems (IS) lie at the heart of most of today's international businesses. They have helped create and are now a crucial part of the global marketplace. Working with IT and IS increasingly means working with spoken and written English. IT/IS professionals need to be skilled not only in understanding all IT/IS processes, they also need the ability to communicate confidently and effectively with colleagues, clients and suppliers at all levels. An understanding of the English language relating to IT/IS theory, methodology and application is therefore essential for modern professionals in this field.

## Turning Theory in Practice

Key in our series of Specialist Group Programmes, this course encourages participants to share ideas and experiences in order to facilitate the development of communication skills in relevant IT/IS situations and contexts. The programme will be based around the needs of the participants, developing language skills through discussion, role-plays, presentations, vocabulary development, language analysis, and frequent group and individual feedback - all in the context of the core functions of IT/IS.

Practical language skills will be developed in the following contexts::

### Understanding the role of IT/IS

- Discussing the structure and responsibilities of IT/IS
- Defining the role of IT/IS in your company and country
- The use of English for IT/IS
- Analysis and Design of systems
- IT Strategy
- Budgeting/Purchasing

### Using English in IT/IS areas

- Hardware and Software
- Networking
- Operating systems
- Databases
- The Internet
- Technical Support

### IT/IS Communication

- Writing e-mails, letters and reports
- Participating in meetings
- Presenting information
- Telephone English

### Key Issues in IT

- IT and the Law
- Data Security and Protection
- Reliability and Safety
- The future of IT

### Language development

- Grammar review
- Fluency development
- Pronunciation, intonation and sentence stress
- Listening skills
- IT vocabulary review
- Jargon, slang and abbreviations

## Benefits to you:

- Developing your ability to communicate technical IT/IS terminology in English
- Understanding IT/IS methodology, tools, techniques and terminology
- Increasing your confidence when using English with international colleagues and clients
- Perfecting your IT related English skills to be more effective in your role
- Benchmarking your knowledge with other IT/IS managers
- Fast tracking the development of your overall English language ability

## Who should attend:

IT and IS Managers who need to improve their ability to communicate IT related issues and who would like to develop a better understanding of IT terminology in English

**Location:** London

**Dates:** 26 April, 28 June, 18 October, 29 November

**Course Fee:** €1645

**Enrolment Fee:** €115



# English for Purchasing Managers

## Why should you attend?

The role of purchasing makes a positive contribution to any organisation. Increasingly, as purchasing becomes an international function, the role of English becomes more vital. This programme has been designed to enhance participants' abilities to communicate in English in essential purchasing situations using appropriate, clear and accurate English. It has been created specifically to meet the needs of all those involved in purchasing at all stages of the process.

## Turning Theory into Practice

One of our series of Specialist Group Programmes, this course encourages participants to share ideas and experiences in order to develop their communication skills in relevant situations and contexts. The programme will be based around the needs of the participants, developing language skills through discussion, role-plays, presentations, vocabulary development and language analysis in relevant business contexts.

Practical language skills will be developed in the following contexts:

### Business skills

- Presenting and explaining pivotal aspects of the purchasing role and key processes
- Negotiating more effectively using a variety of negotiation tools in English
- Forecasting future demand and making predictions about trends
- Making sense of finance
- Fluency practice and vocabulary development
- Feedback on accuracy and pronunciation

### The purchasing role within organisations

- Purchasing models
- Indirect/direct purchasing
- Purchasing/procurement
- Changing trends

### Competition

- Global factors
- Competitive advantages

### Price and cost

- Influencing factors
- Outsourcing

### Purchasing process

- Various stages of the purchasing process including analysis of theoretical models of purchasing

### Relationship management

- Communicating effectively with business partners
- Understanding and evaluating needs of suppliers, buyers, and internal customers of the purchasing function
- Negotiating more effectively in English
- Analysing and measuring performance

### Making sense of finance

- Financial and budget considerations
- Forecasting future

## Benefits to you:

- Improving your English language skills in contexts relevant to your role in purchasing and procurement
- Developing your ability to communicate information across sectors in English
- Benchmarking your knowledge with other purchasing professionals
- Discussing case studies
- Building on your skills in presenting technical information and negotiating more effectively in English
- Increasing your confidence when dealing with clients and colleagues in English
- Fast tracking the development in your overall language ability

## Who should attend:

Purchasing and procurement professionals working in international roles or multi-national companies

### Location: Stratford upon Avon – 5 day

**Dates:** 22 February, 03 May, 02 August, 11 October, 22 November

**Course Fee:** €1645

**Enrolment:** €115

**Accommodation:** accommodation can be organised in hotels or English Host families



# English for Key Account Managers

## Why should you attend?

In this rapidly changing market place, it is essential for companies to acquire and then retain the clients that are most important to them. Key Account Management and the development of key accounts is vital to an organisation's success. Very often key account management involves multiple relationships with people of different nationalities: English is the key language for creating and maintaining long-term business relationships.

## Turning Theory into Practice

One of our Specialist Group Programmes, 'English for Key Account Management' encourages participants to develop their language skills by sharing ideas and experiences in relevant key account management contexts. The course will be based around the needs of the participants, developing language skills through discussion, role-plays, presentations, vocabulary development and language analysis all within the context of key account management.

Practical language skills will be developed in the following contexts:

### What is Key Account Management

- The profile of a key account
- Selling and account management – the difference
- Role and responsibilities of the account manager
- Identifying key accounts

### Customer Profile and Position

- Understanding customer needs
- English for asking appropriate questions
- Techniques for effective information gathering in English

### Planning a Key Account Strategy

- Carrying out a SWOT and PESTLE analysis of your key account
- Carrying out a SWOT and PESTLE analysis of your competitors
- Looking at where major areas of impact can be addressed
- Differentiating your offer

### Relationship Management

- Influencing and negotiating with multiple contacts
- Networking with your account
- English for effective meetings
- English for effective presentations
- Giving advice and making recommendations

### From Relationship to Partnership

- Communicating effectively with key accounts
- English for socialising
- Cultural considerations
- Forecasting and predicting
- The elements of persuasion

### Teamwork to Support Key Accounts

- Planning how to support your key accounts
- Identifying and overcoming internal barriers that prevent quality
- Motivating staff with a positive team culture

## Benefits to you:

- Improving your English language skills in a variety of key account management contexts
- Developing your ability to communicate effectively and persuasively with key accounts
- Benchmarking your knowledge with other key account managers
- Discussing and sharing experiences and strategies with other professionals
- Building on your skills in presentations, meetings and negotiations
- Increasing your confidence when dealing with clients and colleagues in English
- Fast tracking the development in your overall language ability

## Who should attend:

Professionals involved in the development and management of key accounts, who deal with international clients and who wish to advance their practical English language skills in a key account management context.

**Location:** Stratford upon Avon – 5 days

**Dates:** 01 March, 10 May, 12 July, 16 August, 13 September, 18 October, 06 December

**Course Fee:** €1645

**Enrolment Fee:** €115