



# INTERNATIONAL HOUSE CULTURAL TRAINING

## BUSINESS CULTURAL TRAINER'S CERTIFICATE

**DATES 2011: 26 – 28 May 28-30 July  
29 September – 1 October 17-19 November  
£ 525**

- *"Just wanted to drop you a line to say thank you for a great course and for sharing your knowledge and expertise with me. I found the course engaging, valuable and structured and came away with many useful ideas and tips to use in the future and for my new business".  
(Claire Snowdon, Director, Expat Knowhow)*

### AIM

In three days it teaches you how to research, design, market and deliver a cross-cultural training programme and gives you a complete course with all the exercises you need ready for use.

- *"It will help me in dealing with trainers, create tailor-made programmes and market them. It will make it easier for me to talk about and sell cultural courses to clients." (Language School Director, UK)*

### OUTCOMES

New teaching ideas and techniques, new career opportunities, new income strands for schools and colleges and teachers and new contacts. Use it to learn new techniques, enhance your own training programme or develop a new career skill. Experienced trainers and beginners alike find this programme extremely valuable.

- *"For me the key outcomes were course design and marketing expertise and greater awareness of the topic. Thank you." (University lecturer, China)*
- *"With this course I can expand my potential clientele and the scope of my institute." (Trainer, Germany)*
- *"Extremely valuable! Three days of learning and training, making new contacts and working with people on the activities." (Trainer, UK)*

### PROGRAMME

DAY 1 – RESEARCH	DAY 2 – DESIGN & MARKETING	DAY 3 – DELIVERY
<ul style="list-style-type: none"><li>• What is business culture?</li><li>• The five cultural gurus</li><li>• The five C's of Culture model</li></ul>	<ul style="list-style-type: none"><li>• Designing a market profile</li><li>• Research resources</li><li>• How to design a course</li><li>• How to market services</li></ul>	<ul style="list-style-type: none"><li>• Six training activities</li><li>• Your personal cultural profile</li><li>• How to adapt to other cultures</li><li>• Review and Action planning</li></ul>

**VENUE:** International House, 16, Stukeley Street, Covent Garden, London, WC2B 5LQ

**CONTACT:** [Maurice.Cassidy@ihlondon.com](mailto:Maurice.Cassidy@ihlondon.com) or [Barry.Tomalin@ihlondon.com](mailto:Barry.Tomalin@ihlondon.com) (T) 0044 207 611 2462

[www.ihlondon.com/culture](http://www.ihlondon.com/culture) for direct enrolment online

**Mr / Mrs / Ms** (specify please) Family name: .....

First names: .....

Date of birth: .....

Nationality (= Passport Country): .....

Passport number: ..... Expiry Date: ..... (UKBA requirement)

Contact address: .....

.....

Contact telephone: ..... Fax: .....

Email:.....

Profession: .....

**COURSE(S) APPLIED FOR:** ..... **Start date:** .....

Business Cultural Trainer's Certificate Other .....

**INVOICING ADDRESS** (If your company is paying, we need an official letter from them stating that they will be responsible for the fees):

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School location:

<http://www.streetmap.co.uk/streetmap.dll?G2M?X=530306&Y=181333&A=Y&Z=1>

**TERMS AND CONDITIONS**

- \* All course fees are payable in advance. A minimum of one week's notice in writing (fax, email or letter) is required for changes to the course schedule, postponement or cancellation of booking.
  - \* Once the course has started, lessons cannot be cancelled and all fees/accommodation charges are due as per the original agreement.
  - \* Each class hour is 55 minutes
  - \* Payment must be received in full and in advance of the first day of study. Payment details for bank transfer are on the invoice.
- Because fees are not refundable we strongly recommend that clients take out comprehensive insurance which covers reimbursement of fees. **Guard.me** Insurance offer favourable premiums via the IH London website: [www.ihlondon.com](http://www.ihlondon.com). Full terms and conditions available on the website.

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