



08

Professional English  
Communication Skills

Programme Directory



**Communicaid**

Culture & Communication  
Skills Consultancy



# What our Clients Say...

"Each step of the process ... has been professionally managed. We look forward to maintaining a successful relationship with Communicaid."

Per Rune Bjørnfeldt  
Human Resources Management and Development  
If (Norway)

"We received every assistance from Communicaid at all stages, from the planning of the course to its delivery. We look forward to training with Communicaid again in the future."

Agata Czamara  
Deputy Head, Training Department  
National Bank of Poland (Poland)

"I really enjoyed the possibility to work one-on-one with the trainer in the relaxed and pleasant surroundings of Communicaid."

Kertu Ilves  
Translator  
European Commission (Belgium)

"My English course as organised by Communicaid was extremely professional."

Mr Han Yu  
Human Resources Manager  
ABB Ltd. (China)

"Pre-course work was useful as the points I made were then covered in the course."

Gemma Perkins  
Analyst  
AXA PPP Healthcare (UK)

"My language programme in London with Communicaid was a really outstanding experience that I would recommend to anyone."

Claudia Dolabella  
São Paulo Procurement Manager  
Global Procurement Organization  
Gillette (Brazil)

"Thanks to Communicaid's personal approach I am now able to write professional banking English."

Jeroen Wassing  
Credit Analyst  
Rabobank (The Netherlands)

"I found the English for Lawyers course very valuable as it was very well adapted to my professional needs and the activities provided me with plenty of opportunities to practise my skills. I feel that I have learnt so much within just five days that I have even been able to prepare a short "legal glossary" for the company!"

Zulfiya Gumarova  
Lawyer  
AGIP KCO (Kazakhstan)





Culture & Communication  
Skills Consultancy

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# Experience Innovation Impact

## Why Communicaid?

### Experience

We design and deliver professional English training programmes which provide immediate tangible results for you and your organisation. Working with many of the world's leading corporate and public sector organisations, and with almost twenty years' experience, we are uniquely placed to understand and meet your English language communication needs.

### Innovation

Client-led solutions together with continuous improvement and programme innovation guarantee you the most up-to-date approach and solutions.

### Impact

Through a unique 3-step approach of:

- 1) Diagnostic Consultancy
- 2) Programme Design
- 3) Impact Management

we are able to design and deliver English Language and Communication Skills training and consultancy that delivers tangible, long-term benefits to your organisation and employees. Follow-up support and assistance ensures that the impact continues outside of the training room.\*

We offer an unrivalled range of English programmes to meet the needs of native and non-native English language speakers. Whatever your level or business requirement, we are able to design a solution. Programmes range from 'Financial English' to 'Drafting Contracts in English'.

Each year we train in excess of one thousand professionals from all over the world including Prime Ministers to CEOs to Finance Directors and In-house Counsel.

### Return on investment

All our programmes are competitively priced and offer excellent return on your investment. Our training fees include the initial training needs analysis and assessment, detailed proposal, training delivery, training materials, progress reports and recommended follow-up.

All intensive training that takes place at our London and Paris centres also includes weekly lunch and evening entertainment.

Accredited by the



All English training taking place at our London centre is accredited by the British Council

### More Communicaid

For more information on Communicaid and our services, please refer to pages 33 - 50.

\* More information on our approach is available on page 7

Communicaid is a culture and communication skills consultancy. We enable our clients to create profitable international relationships by building cultural bridges that enhance understanding and establish trust.

# Communicaid in London

Communicaid is located in the heart of London's financial and historical district known as 'the City'.

Your training will take place moments from historical London, and just minutes from London's 'theatre land' and the River Thames.

Our modern training centre, with unparalleled views of London, offers you the ideal environment for successful and comfortable training.

You will benefit from:

- Convenient, central London location
  - 15 air-conditioned training rooms
  - Dedicated client lounge and café
  - Wireless hi-speed internet access
  - Business centre, with access to printer, fax machine and photocopier
  - Daily international business press
  - Satellite television
  - Private rooms available for meetings
  - Reference materials and publications
  - Concierge service to assist with hotel, theatre and other reservations
- Dedicated Client Manager, on hand to ensure your training is a success
  - Support from a multilingual team, able to assist with any concerns. Over 12 different languages are spoken just by staff in the London centre

In all, we offer you a relaxed, professional environment where you can concentrate on your learning while staying in touch with the outside world.



The world's most cosmopolitan city... home to **4** World Heritage Sites and **8** Royal Parks... a population of **7.2** million... over **250** different languages spoken... over **40,000** shops, **50** theatres, **6100** restaurants, **3800** pubs... visited by **27** million people annually...

# During Your Stay

## Regular client lunches

All Communicaid delegates are from professional, business and government bodies. Our regular client lunches provide an informal opportunity to network with like-minded individuals over a sandwich or buffet.

## Guest speakers

We often invite speakers to provide brief informal talks on a variety of topics including aspects of British cultural and business life. These are organised on an ad hoc basis and according to demand. We will inform you of the programme of speakers available on your arrival.



## Social programme

You can choose to attend one of our regular events, ranging from an evening meal with other clients to wine-tasting, a guided walk or a drink in some of London's best pubs – previously frequented by Charles Dickens or Jack the Ripper! We can also assist with booking tickets for theatre, museum, cultural and sporting events.



## Our international centres

In addition to our London centre, we offer our clients the convenience of undertaking their training programme in any of our international centres. Our centrally located centres in Paris, Frankfurt and New York are fully equipped to ensure your comfort while you attend your programme with us.



Paris



Frankfurt



New York

In addition to time spent with your trainers, we encourage overseas delegates on intensive courses to use their English as much as possible outside the training room. We offer a range of additional services to increase your opportunities to speak and hear English.

# Communicaid Worldwide

## Worldwide accreditation

Since our foundation, Communicaid's ethos has been to seek partnerships, recognition and accreditation from industry bodies that reflect the background and training needs of our corporate and public sector clients. By truly understanding your industry and organisation, we are able to design and deliver training programmes that meet your particular needs.

With this in mind, Communicaid has developed and nurtured relationships with European law societies and bar associations, insurance institutes, examination boards and relocation and intercultural associations. Our programmes are recognised and promoted by the following organisations:

### Law Societies



## International reach

Communicaid has a global client base and has established an international presence to meet their worldwide requirements. We enjoy global contracts with many leading organisations where we deliver our programmes in multiple city locations across the world.

Our training centres in London, Paris, Frankfurt and New York can design and deliver your English communication solutions in any location worldwide.

Recent overseas training programmes have been delivered in the following locations:



### English language examination boards

### Industry and Government Institutions

We also offer our clients additional support and expertise through our relationships with:



# In-company English Communication Skills

## Personalised programmes

Our tailor-made programmes allow you to benefit from a course that truly meets your needs. Focusing on your language and communication skills, the content of each programme is personalised to your profession, job function and skill areas you would like to develop.

This allows us to deliver training on the areas that you require - so, whether you are in need of fluency development or wish to enhance your written communication skills, Communicaid will design a unique programme for you.

## Available worldwide

In addition to our acclaimed public programmes, Communicaid provides in-company personalised English communication solutions to organisations worldwide. Whether delivered at our training centres in London, Paris, Frankfurt or New York, or alternatively, at a location of your choice, each programme is designed with your unique requirements in mind.

## Responsive to your needs

We take enormous care and attention to understand your organisation and your employees' communication requirements. Each programme – be it a one-to-one Business English course or a global English programme for your entire organisation – is designed following a diagnostic consultancy.

## Options available

- One-to-one
- Team/department
- Seminars/workshops
- Audits
- Consultancy
- Leadership development
- Communication policy
- International relocation and repatriation assistance
- Continuous professional development



Designed to meet your organisation's unique requirements

# Dedicated Support Network

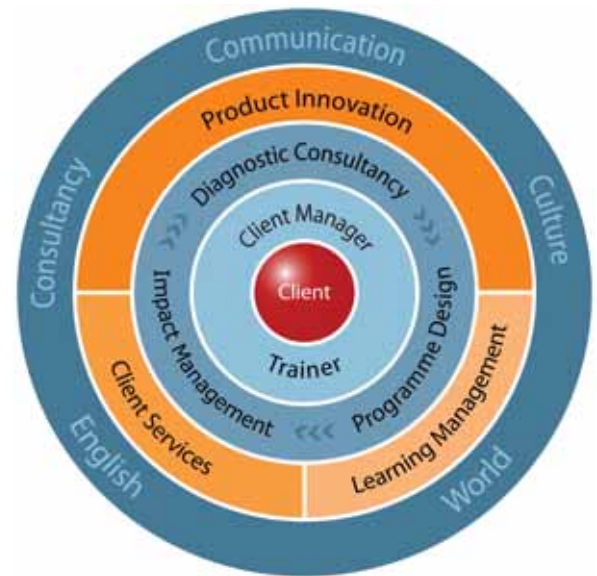
Communicaid invests heavily in the support network that we provide to all our clients and delegates. We believe very strongly that a professionally managed and successfully organised training programme stems from providing assistance at every stage of you and your organisation's relationship with us.

This network is formed by assigning each delegate a dedicated Client Manager who is responsible for coordinating all aspects of your training, providing you with a clear point of contact for any queries or concerns you may have.

In turn, our Client Managers are supported by Communicaid's Client Services and Knowledge Management teams who help to ensure the successful delivery of your training and allow us to support you at an organisational, training and delegate level.



Our client management and services teams are on hand to ensure a successful stay.



You are at the centre of our attention

# Managing Your Training

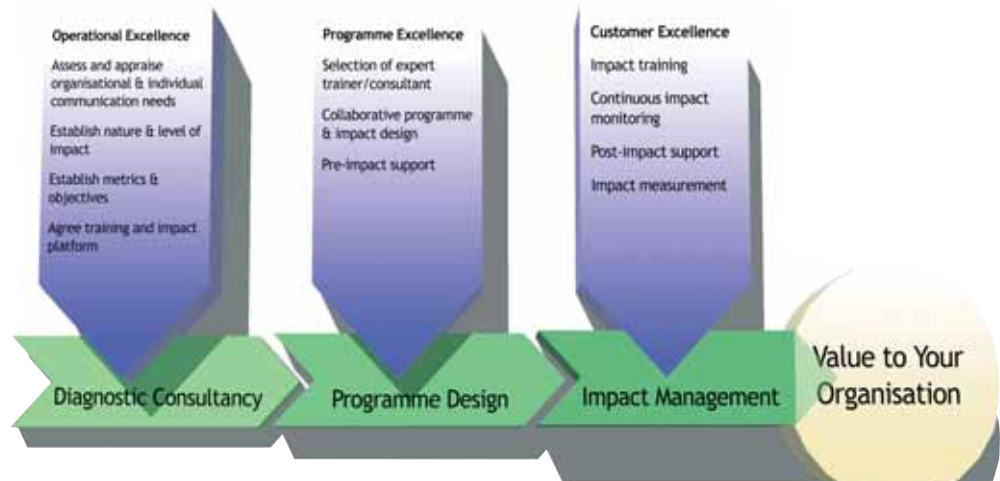
## Communicaid Value Chain

Communicaid has developed a unique three step approach to training and delivering value to you and your organisation. The three steps are designed to offer you operational, programme and customer excellence respectively.

Your dedicated Communicaid Client Manager is responsible for leading you through our three step approach, ensuring that your culture and communication skills needs are met.

### Diagnostic Consultancy - Operational Excellence

During this stage, you and your organisation's requirements will be assessed and appraised, taking into account existing ability, skills and knowledge. Once complete, recommendations on the nature and level of our training impact will be made, with suitable training platforms and duration agreed mutually. Training objectives and metrics will also be established and explained in advance to ensure effective and measurable results.



### Programme Design - Programme Excellence

We invest considerable time and effort to ensure that our clients are fully supported during every step of their training with Communicaid. This includes a design ethos where we collaborate closely with clients on programme content and approach as well as our commitment to select the most suitable trainers and consultants. We are also available prior to training to offer pre-impact support and assistance regarding any aspect of your training.

### Impact Management - Customer Excellence

Throughout the training, your dedicated Communicaid Client Manager will work with your trainers to monitor progress and provide post-impact support in the form of reports, feedback reviews and, where necessary, recommendations on the next stage of training and consultancy.

# Training Management Portal

Communicaid is committed to harnessing new technology to increase the effectiveness of our programmes as well as offer our clients up-to-date programme information and ease of booking. We are constantly working on new solutions which embrace instant messaging support and programme management.

## Online booking

Our online booking system allows you to select your choice of programme, assess your language ability, choose the format of training, preferred training dates and pay online if you wish. Once we receive your booking, we will arrange a telephone interview and assessment before confirming your place on a programme.

## Management information

In today's training and development climate, easily accessible and up-to-date training data has never been more valuable in ensuring the effective management of employee training. Being able to access up-to-date attendance, progress and associated costs provides training managers with key information to ensure the validity of all training.

At Communicaid, we appreciate the challenges that our clients face and have developed an integrated Training Management Portal aimed at facilitating the quantitative and qualitative analyses that our clients require. Via a secure 128-bit login, you will access your own dual-branded website allowing you instant access to the latest, live training data of all your employees.

The screenshot displays the Communicaid Training Management Portal. The header includes the Communicaid logo and navigation links. The main content area features a welcome message, client information, and a table of training data.

	Spanish	Shaping	40	20.0	0	10.0	70.0
	Spanish	Shaping	40	4.0	0	10.0	100
	English	Shaping	20	4.0	0	10.0	100

## Real time information management & administration

# E-learning & Virtual Training



To complement our range of face-to-face training programmes, where training on site is neither practical nor economical Communicaid has pioneered the development of a suite of online training options. Designed to be either stand alone programmes or part of a blended learning experience, these programmes allow you to benefit from Communicaid's world class training programmes and approach no matter where you are in the world.

## Virtual training

"People want to do training on their time, in their location, on their schedule. This is anytime, anywhere training that can be viewed and reviewed." \*

\* David Buehner, Avaya Communications

Communicaid has pioneered the development of a suite of remote training options to offer our global clients access to our unrivalled training programmes and expert trainers. Whether as part of a stand alone virtual training solution or modules that form a part of a blended learning experience, virtual training allows you and your employees to maximize learning opportunities while minimising disruption and associated costs.

Communicaid has harnessed the latest features of virtual training software to enable us to provide professional training complete with the feel of a "real" classroom setting, in effect replicating many of the dynamic features that are crucial to ensuring a successful face-to-face session. Depending on the nature of the programme and its suitability for the subject matter, among the features that attendees will be able to access are:

- Two way audio and video conferencing
- Application sharing
- Interactive whiteboards
- Electronic hand raising
- Group text chat

Our Virtual Training programmes are delivered by Communicaid's core trainers, all bringing with them years of expertise in their particular specialist field (e.g. law, finance, international commerce, diplomacy, HR, etc.) combined with formal qualifications in training.

As with our face-to-face training solutions, we pride ourselves on our ability to design programmes according to the needs of our clients. Consequently, all Virtual Training programmes are planned in conjunction with you, the client. A full diagnostic consultancy will be undertaken to understand your training needs prior to programme design and delivery.

Once the programme contents have been finalised and a schedule established with you, all participants will be invited by email to attend the session(s) via a weblink. Once in the classroom, delegates are able to interact with their trainer and other attendees and, most importantly, learn in a flexible and dynamic environment.

## E-learning

We are currently building a course library of many of our most popular programmes to be available to organisations and individual employees. This allows you to learn at your own pace in your own time.

# Programmes



International Business English

11-15



Financial English

16-17



Insurance English

18-19



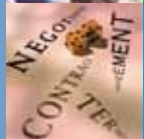
Public Sector English

20-21



English for Academic Personnel

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Legal English

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Communication Skills

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# International Business English

Communicaid's Business English trainers are chosen for their extensive commercial and training experience. In addition to being qualified trainers with a minimum of five years' training experience, many Communicaid Business English trainers are also professionals in fields as diverse as law, finance, insurance and marketing.

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## Business English: Individual

Highly practical, individually designed, goal-orientated training to rapidly improve your business English skills.

### Suitable for

International business people who require fluency and confidence in their English communication.

### Major areas of focus

- Fluency enhancement
- Key vocabulary for your area of business
- Improved listening skills for meetings and teleconferences
- Effective written communication techniques

### On completion

- More confidence in your ability to conduct business in English
- Greater verbal fluency for face-to-face business situations
- More professional approach and interaction with clients

### Optional enhancements

- Working lunch with trainer
- Post-programme support
- Extended training
- Company visits
- Weekend training

"We appreciated the industry experience of Communicaid's trainers..."

Peter Lecomte,  
Human Resources Consultant,  
Tractebel (Belgium)

### Combine with

- Effective Business Writing
- UK/US Business Culture training

### Duration

Flexible. From weekly sessions to 3-month intensive programmes.

## Business English: In-company Group

Cost effective, in-company team training for groups with the same needs and objectives.

### Suitable for

Remote or physical teams who wish to combine team-building with language development. Training designed across all sectors from engineering to pharmaceutical.

### Major areas of focus

- Fluency enhancement
- Individual and group presentations
- Role, company and sector-specific vocabulary
- Achieving clarity in written English

### On completion

- Greater confidence to effectively represent your organisation at an international level
- Improved cross-border communication with colleagues and clients

### Optional enhancements

- Industry visits – meetings and exchanges with British companies
- Weekend training

### Combine with

- Building International Teams & Cross-cultural Awareness
- English for Finance Professionals
- Presentation & Negotiation Skills

"Communicaid has provided training of the highest quality to our Business Leaders."

Per Rune Bjørnfeldt,  
Human Resources Management,  
If Insurance (Norway)

### Duration

Flexible. From one-day seminars to one month in-company programmes.

 1 Jan - Dec  30 hours (min)  Individual

 1 Jan - Dec  30 hours (min)  Group

 £1850/week  All levels  Worldwide

 £3300/week for 4-6 delegates  All levels  Worldwide

## Business English: Combination

Specially designed combination - individual and group training - aimed at providing you with the essential communication tools to work in an international environment.

### Suitable for

Professionals or organisations that require an economical and effective solution to their English training needs.

### Major areas of focus

- Individual: individual English coaching specific to your role and organisation
- Group: fluency, communication, presentation and interpersonal skills

### On completion

- Improved confidence in your ability to conduct business in English
- Greater oral fluency for key business situations
- Highly developed group interaction skills

### Optional enhancements

- Upgrade to specialist 1-1 training
- Working lunch with the trainer
- Weekend training

### Combine with

- UK/US Business Culture training

### Duration

Each combination programme lasts one week (30 hours). The option exists to attend several combination programmes or combine with individual 1:1 training.

## Business English: Foundation

A cost effective open group programme designed to provide you with a solid foundation in business English in just four weeks of intensive training. An ideal first step prior to attending one of our more advanced English communication courses.

### Suitable for

Professionals starting or changing their international business career who require a comprehensive business English communication skills programme. Ideal for lower-intermediate and above learners.

### Major areas of focus

- Comprehensive review of English grammar
- Oral communication skills for presenting, attending meetings, telephoning, etc.
- Listening skills for face-to-face meetings and telephone contact
- Email and other business writing skills

### On completion

- Improved ability to work in roles that require English
- Greater oral confidence for face-to-face business situations
- Enhanced comprehension skills and clearer pronunciation

### Optional enhancements

- Working lunch with the trainer
- Guest speakers from industry
- External visits and evening entertainment
- E-learning
- Weekend training

### Combine with

- UK/US Business Culture training

### Duration

4 weeks (120 hours in total). Option of 3 week Foundation Programme is also available.

*“Communicaid offered me a professional, balanced and individualised programme, delivered by exceptional trainers...”*

Ms Annie-Mireille Perrier,  
Corporate Human Resources,  
Vivendi Universal (France)

*“Today I feel much more confident in speaking English. Thank you Communicaid!”*

Claudia Dolabella,  
São Paulo Procurement Manager,  
Global Procurement Organization,  
Gillette

 1 Jan - Dec

 30 hours (min)

 Individual & Group

 £1400/week per individual

 2+

 London

 1 Jun - Sept

 120 hours

 Group (max 8)

 £2500/4 weeks

 1.5+

 London

## English for Human Resources Professionals

Specialised English training programme focusing on the key communication skills required by human resources professionals operating in an international HR environment.

### Suitable for

Human resources and training professionals who need to improve their English communication skills. This programme is designed to provide an extremely practical focus on the English needed to work more effectively with internal clients and external partners.

### Major areas of focus

- Effective use of key HR terminology
- Tools for writing clear briefs, manuals and strategy papers
- Fluency enhancement for presenting information
- Development of listening skills for formal meetings and teleconferencing

### On completion

- More confidence liaising with your international network
- Accurate use of international HR and training terminology
- Production of clearer and more persuasive written documents

### Optional enhancements

- Post-programme individual mentoring
- Working lunch with UK HR professional trainer

### Combine with

- Presentation Skills
- Individual Legal English training
- Cross-cultural Awareness

### Duration

One week (30 hours). Tailor-made individual or in-company group training is also available.

## English for International Sales & Marketing

English communication skills training aimed at improving your ability to build and develop international commercial relationships.

### Suitable for

Professionals working across borders in international sales and marketing who require English to present, conduct negotiations and maintain effective communication with their international colleagues and clients. Aimed at business development professionals, international account managers, sales managers and marketers.

### Major areas of focus

- Commercial vocabulary for your role
- The language to handle objections and overcome obstacles
- Listening skills for effective commercial meetings
- The language for successful team management

### On completion

- More effective and persuasive representation of your organisation
- Increased interpersonal skills
- Demonstrable competitive advantage when working internationally
- More effective liaison with your international colleagues

### Optional enhancements

- Post-programme individual mentoring
- Working lunch with the trainer

### Combine with

- Individual Financial English training
- Country specific cultural awareness training
- Building International Teams training

### Duration

One week (30 hours). Tailor-made individual or in-company group training is also available.



Jan - Dec



30 hours (min)



Individual &  
In-company  
Group (max 6)



£1850/week



2+



London



Jan - Dec



30 hours (min)



Individual &  
In-company  
Group (max 6)



£1850/week



2+



London

# English for Medical Purposes

This specially designed programme offers an extremely practical focus on the English you need to work more effectively in a medical environment.

## Suitable for

Qualified medical professionals and medical students in the clinical phase of their studies who wish to improve their medical English in order to function more effectively in English or attend medical symposiums, congresses and seminars.

## Major areas of focus

- Effective use of key medical terminology and abbreviations
- Tools for reading and writing clear medical reports, prognosis, diagnosis and recommendations, prescriptions and notes for colleagues
- Fluency enhancement for empathetically acquiring information from and presenting information to patients
- Formal presentation skills on areas of medical specialisation and interest

## On completion

- More confidence liaising with native speakers of English in the medical profession or with the general public
- Accurate use of international medical terminology and abbreviations
- Ability to read and analyse medical histories and case studies
- Production of clearer written documents

## Optional enhancements

- Optional visits to hospitals
- Working lunch with UK medical professional trainer

## Combine with

- Presenting in English
- Cross-cultural Awareness training

## Duration

One week (30 hours). Tailor-made individual or in-company group training is also available.

## NOTE

If you are interested in a specialist area not mentioned here, please contact us to discuss our bespoke services:

T. +44 (0)20 7648 2140  
E. [english@communicaid.com](mailto:english@communicaid.com)  
W. [www.communicaid.com](http://www.communicaid.com)



Jan - Dec



30 hours (min)



Individual &  
In-company  
Group (max 6)



£1850/week



2+



London

# Financial English



Communicaid's Financial English trainers are chosen for their extensive training and financial experience. Dual-qualified as bankers and financiers as well as linguists, they are uniquely placed to understand your role and financial communication needs.

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## English for Finance Professionals

Invaluable Financial English training focusing on the language and communication skills required by finance professionals working internationally.

### Suitable for

Finance professionals and senior directors who are required to understand, interpret and deliver financial data to an international audience.

### Major areas of focus

- Review of key terms: macroeconomics, financial statements, sources of finance, markets and trends, etc.
- Effective company, fund or product presentations
- Functional language for negotiating via interactive case studies
- Tools for successful report writing

### On completion

- Greater fluency and accuracy when discussing finance in English
- Ability to present complex financial data clearly and persuasively
- Production of professional written reports
- Possess greater interpersonal skills

### Optional enhancements

- Company visits
- Post-programme mentoring

### Combine with

- Effective Business Writing
- Individual Legal English

### Duration

One week (30 hours)

*"My skills developed considerably in such a short period of time."*

Mr Dieter Feller, Senior Manager,  
Compliance Department,  
Deutsche VerkehrsBank (Germany)

## Financial English

Communicaid's tailored Financial English programmes are designed to provide you with the key skills, tools and terminology you need to operate in an international financial environment. All programmes are designed and delivered by dual-qualified trainers – English trainers as well as finance professionals with 15+ years' international finance experience.

### Suitable for

In-company accountants, bankers, internal auditors, finance managers and company leaders who require a solid command of financial English.

### Major areas of focus

- Key financial language and relevant terminology
- Review of financial terms, e.g. financial statements, company structures, central banking, FOREX, risk management, retail banking, lending and the marketing of financial services
- Drafting clear, accurate and concise written reports
- Skills for negotiating at a senior level

### On completion

- Greater confidence when discussing financial documents and data
- Increased verbal fluency for face-to-face negotiations
- The confidence to produce professional written reports in English

### Optional enhancements

- Visits to relevant bank or financial institution
- Extended training days
- Working lunch

*"I am now able to write professional banking English."*

Jeroen Wassing, Credit Analyst,  
Rabobank (the Netherlands)

### Combine with

- Legal or Insurance English training
- Business Cultural Awareness training


### Duration

Flexible

 7 July  
20 October

 30 hours (min)

 Group  
(max 6)

 £1795/week  
per individual

 2.5-3

 London

 1 Jan - Dec

 30 hours (min)

 Individual &  
In-company  
Group

 £2400/week

 2.5-3

 Worldwide

# Insurance English



Communicaid's Insurance English trainers are chosen for their extensive training and insurance experience. Dual-qualified as insurance brokers as well as linguists, they are uniquely placed to understand your role and insurance communication needs.

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In association with  
and recognised by:



## English for the Insurance Industry

This unique programme is designed in conjunction with the Chartered Insurance Institute (CII). The five-day programme consists of insurance seminars delivered by industry experts from the CII combined with specialist Insurance English training by Communicaid. This course is a must for all insurance professionals who wish to succeed in the international insurance market.

Suitable for

All insurance professionals within the industry as well as in-house insurance managers who need to improve their ability to communicate effectively in international insurance.

Major areas of focus

- A review of the language of general insurance principles
- Key terminology for commercial, non-life and life lines
- A broader knowledge of the workings of the London market
- Tools for effective formal written communication
- An overview of the latest developments in international insurance from ART to securitisation

On completion

- Production of clearer and more accurate client notes and formal reports
- Ability to demonstrate greater verbal fluency for face-to-face business situations including negotiating
- Ability to discuss insurance topics using the appropriate and up-to-date English terms

Optional enhancements

- Post-programme individual mentoring

Combine with

- Individual Business English training
- Insurance English Combination

Duration

One week (30 hours)

*"An extremely effective course giving immediate results."*

Marie France Hurel,  
Underwriter,  
Royal & Sun Alliance  
(France)

## Insurance English

Highly practical individual and group insurance English programmes tailored to your insurance language needs. Available in-company or at one of Communicaid's worldwide locations.

Suitable for

Insurance professionals who require a tailored insurance English solution with the benefit of delivery by an insurance practitioner with genuine experience of international insurance.

Major areas of focus

- Key insurance language and terminology
- Functional skills specific to your position
- Review and consolidation of grammatical accuracy
- Tools for effective written communication

On completion

- Ability to demonstrate a greater understanding and accurate use of insurance English terms
- More confidence in face-to-face and telephone situations
- Improved self-correction techniques
- Ability to draft clearer and more concise documents

Optional enhancements

- Working lunch
- Company visits
- Visit to Lloyd's market
- Extended or weekend training

Combine with

- Effective Business Writing
- Cultural Awareness Training
- A technical programme at the CII

Duration

Flexible. From weekly sessions to month-long intensive programmes.

*"My Insurance English course was highly useful."*

Sergio Piccinonno,  
Internal Audit,  
Generali (Italy)



28 July



30 hours (min)



Group  
(max 8)



£2230/week  
per individual



2+



London



Jan - Dec



30 hours (min)



Individual &  
In-company  
Group (max 6)



£2400/week



2.5



Worldwide

# Public Sector English

Communicaid's Public Sector trainers come from a variety of backgrounds and range from diplomats to military professionals in order to offer you programmes relevant to you and your role.

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---

MILITARY ENGLISH & DEFENCE DIPLOMACY	21
ENGLISH FOR DIPLOMACY	21

## Military English & Defence Diplomacy

The resolution of international conflicts and subsequent peacekeeping duties require organisations such as the United Nations, NATO as well as individual nations to supply military support and personnel. Army, navy and air forces from many nations need to work together effectively, using English as the common language. Based on over 10 years' experience of working with the military, this programme focuses specifically on meeting the needs of military personnel engaged internationally.

### Suitable for

Military personnel, government employees or international agency staff who are required to work in international teams using English as the common language.

### Major areas of focus

- The language of planning and strategy
- Peacekeeping language
- Debriefing scenarios
- Advanced presentation skills
- Diplomatic English – tone, register and levels of formality

### On completion

- Greater confidence in your ability to convey your message
- Broader vocabulary for discussing military and peacekeeping issues
- Greater awareness and more effective use of diplomatic language

### Optional enhancements

- Working lunches
- Exchanges with British military personnel
- Military guest speakers

### Combine with

- Country-specific cultural awareness training
- Building International Teams
- Negotiating in English
- Presenting in English

### Duration

Flexible



## English for Diplomacy

For diplomats working in all parts of the world, effective and unambiguous communication is vital to securing and maintaining successful diplomatic relations. Whatever your diplomatic field, it is not enough simply to speak English well. In order to operate at the highest diplomatic level, the ability to understand the subtleties and nuances of the English language and deliver with confidence is paramount.

### Suitable for

Diplomatic personnel, government employees or international agency staff who work in international diplomacy.

### Major areas of focus

- Spoken English: tone, register and style
- Public speaking
- Presentation skills
- Formal writing skills: style, accuracy and structure
- Email etiquette

### On completion

- Greater diplomacy in your spoken and written English
- More professional representation of your country
- Greater command of English

### Optional enhancements

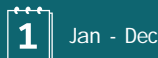
- Diplomatic guest speakers
- Exchange meetings with UK parliamentary officials and MPs

### Combine with

- Country-specific cultural awareness training
- Building International Teams
- Advanced Negotiating Skills

### Duration

Flexible



# English for Academic Personnel



Communicaid's Academic English trainers are chosen for their extensive training experience and are particularly adept at considering the communication needs of academic professionals. Many of our trainers have themselves lectured and understand the needs of lecturers and academic staff.

## CONTENTS

---

ENGLISH FOR INTERNATIONAL LECTURERS	23
ENGLISH FOR ACADEMIC PROFESSIONALS	23

## English for International Lecturers

Now celebrating its fifteenth year, this interactive and functional programme is designed to meet the changing demands of lecturers working in international academia.

### Suitable for

Academic professionals required to lecture in English, attend international conferences or collaborate with international academic institutions.

### Major areas of focus

- How to prepare, structure and deliver effective lectures in English
- Accurate use of specialist terminology
- Review of the key grammatical areas
- Listening skills for international seminars

### On completion

- Clearer and more concise delivery of lectures in English
- More effective engagement of your audience
- Ability to field questions with assurance
- More confidence in spoken English

### Optional enhancements

- Post-programme individual mentoring
- External visits around London and evening entertainment

### Combine with

- Effective Business Writing
- Cross-cultural Awareness
- Individual tailor-made Academic English

### Duration

Two weeks (60 hours)

Please note that running of this programme is subject to a minimum number of enrolments.



7 July



60 hours



Group  
(max 8)



£995/week



2+



London

## English for Academic Professionals

Individual and in-house group training designed to raise the English fluency of all levels of academic personnel. An extremely rewarding and productive course which offers an excellent platform for improving group morale through team building activities.

### Suitable for

Lecturers, senior management, administrators and exchange staff who need English for regular contact with overseas students, partner institutions and the wider international academic community.

### Major areas of focus

- How to prepare and deliver effective lectures in English
- Correct use of specialist terminology
- Listening skills for international conferences
- Written communication (traditional and electronic) skills
- Key financial language for budgeting and academic administration

### On completion

- More effective representation of your institution overseas
- More confidence in delivering lectures in English
- Greater verbal fluency and listening skills for attending symposia and conferences

### Optional enhancements

- Extended training
- Shadowing visits to UK academic institutions

### Combine with

- Effective Business Writing
- Cross-cultural Awareness

### Duration

Two weeks (60 hours)



Jan - Dec



60 hours



Individual &  
In-company  
Group



£1700/week



2+



London

"The training has proved to be of great benefit for my lecturing work."

Prof. Dr. Josef Wieland,  
Department of Economics &  
Social Services,  
Konstanz Fachhochschule  
(Germany)

"We have seen marked improvements in our staff's ability to work in English."

Paula Kinnunen,  
Vice President,  
Helsinki Business Polytechnic  
(Finland)

# Legal English



Communicaid's legal trainers are dual-qualified as lawyers and language instructors, specialising in a variety of legal areas. They offer our clients a range of legal programmes, providing context and ensuring accurate language use. As testament to our success, Communicaid trains over 500 lawyers from all over the world each year.

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ENGLISH FOR LAWYERS	25
DRAFTING CONTRACTS IN ENGLISH	25
ENGLISH FOR LEGAL SECRETARIES	26
LEGAL ENGLISH	26

In association with  
and recognised by:



The Law Society



Lögmannafélag  
Íslands



JUS  
HOLLANDIA  
ADVOCATEN



ESTONIAN BAR ASSOCIATION



advokátska  
komora  
Slovenska



ESTONIAN BAR ASSOCIATION

## English for Lawyers

This intensive programme is delivered by experienced lawyers and covers the specialist language skills needed by lawyers to be fully effective in the most demanding legal scenarios. Case studies will build vocabulary and communication skills in areas such as business set-up and sale/purchase through to dispute resolution, litigation, intellectual property and employment issues.

### Suitable for

Lawyers or company managers with advanced spoken English who need to perfect their specialist skills and draft formal legal documents at near-native speaker level.

### Major areas of focus

- Accurate use of modern legal English terminology
- Writing clear and concise legal opinions
- Advanced communication skills for negotiation
- Improved practice area-specific vocabulary
- Key language for effective client meetings

### On completion

- Greater confidence in your ability to interpret and explain contract clauses
- Improved cross-border communication with colleagues and clients
- More professional and effective written style

### Optional enhancements

- Individual weekend training

### Combine with

- Cross-cultural Awareness
- English for Finance Professionals
- Negotiating in English

### Duration

One week (30 hours)

\*Refer to page 32 for public programme details

 Jan - Dec  30 hours (min)  Group\* (max 8)

 £2195/week  2+  Worldwide

## Drafting Contracts in English

Now in its eleventh year, the 3-day programme Drafting Contracts in English provides you with interactive sessions on the practical skills required to draft and interpret modern-day legal documents. The programme combines input on the guidelines for drafting with practical exercises to put these principles into practice.

### Suitable for

Lawyers who need to draft, explain or interpret contract clauses written in English but under their domestic jurisdiction.

### Major areas of focus

- Incorporation of "best practice" into your legal drafting
- Guidelines for modern style, structure and use of legal English in the drafting of contracts
- Adapting these guidelines to other legal documents
- How to avoid typical mistakes and bad habits in legal writing
- Implications for drafting under Common vs. Civil jurisdictions

### On completion

- More confidence in your ability to interpret and explain contract clauses
- Broader vocabulary for discussing contract terms
- Ability to edit and correct your legal documents more effectively

### Optional enhancements

- 2 days of individual Legal English training

### Combine with

- Individual Legal English training
- Individual Business English training

### Duration

Three days (18 hours)

\*Refer to page 32 for public programme details

 Jan - Dec  18 hours (min)  Group\* (max 6)

 £1350/3 days per individual  2+  Worldwide

"It has been a pleasure working with Communicaid."

Regina Andreas,  
Language Services Manager,  
Lovells Boesebeck Droste  
(Germany)

"The course was particularly useful in dispelling many old truths about contract drafting in English."

Hans Gerard Vikse,  
Attorney at Law,  
Simonsen Føyen Advokatfirma DA  
(Norway)

## English for Legal Secretaries

This programme provides legal executives and paralegals with an explanation of key legal terminology and its legal context, and develops the advanced communication skills required by legal secretaries in a modern-day legal department.

### Suitable for

Assistants working in the legal field who do not have a formal legal qualification but need to be familiar with legal jargon and confident of its meaning and use.

### Major areas of focus

- Formal writing skills: style, accuracy and structure
- Contract Drafting: key terms
- Translation of legal documents
- Telephone etiquette
- Advanced grammar

### On completion

- More confidence in your ability to use legal jargon
- Broader vocabulary for discussing commercial issues
- Production of more accurate notes and reports

### Optional enhancements

- Add 2 days of specialist 1-1 training

### Combine with

- Effective Business Writing
- Individual Business English training

### Duration

Three days (18 hours)

\*Refer to page 32 for public programme details

 Jan - Dec  30 hours (min)  Group\* (max 8)

 £995/3 days per individual  2+  Worldwide

## Legal English

Tailored legal English programmes for both individuals and in-company groups, designed and delivered by lawyers for lawyers and recognised by law societies and bar associations worldwide.

### Suitable for

In-house counsel and lawyers required to communicate and draft on an international level using precise legal language.

### Major areas of focus

- The accurate and appropriate use of vocabulary specific to your practice area or industry
- Communication skills for: client advising, giving legal opinions, attending international client or practice group meetings and participating in teleconferences
- Drafting clear opinions, memos or agreements relevant to your practice areas and incorporating appropriate house styles

### On completion

- More confidence explaining points of law under your national jurisdiction
- More effective and accomplished representation for your organisation
- Greater awareness of how to correct your own use of legal English
- Enhanced editing and drafting skills

### Optional enhancements

- Working lunches
- Visits to Court to observe relevant cases

### Combine with

- Drafting Contracts in English
- Financial English for Banking or Corporate Lawyers

### Duration

Flexible

 Jan - Dec  30 hours (min)  Individual or Group

 £2400/week  2+  Worldwide

"I... was impressed by [the trainer's] ability to tailor relevant activities."

Dorthe Jakobsen,  
Legal Secretary,  
Rønne & Lundgren (Denmark)

"I now have increased confidence in my ability to perform my daily work with clients."

Antonia Seitz,  
Employment Lawyer,  
Baker & McKenzie  
(Germany)

# Communication Skills

Communicaid's communication skills trainers are chosen for their extensive training experience and specialist skills in professional communication.

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EFFECTIVE BUSINESS WRITING	28
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## Effective Business Writing

In today's busy working environment it is essential to produce clear, reader-friendly written English to tight deadlines. Many expatriates working in large international companies can communicate very effectively when speaking English, but find they need more time and support when writing.

### Suitable for

Anyone who either needs to write a large number of business documents at speed or would like to develop a more professional writing style. Also suitable for anyone who currently relies on colleagues and supervisors to edit their work.

### Major areas of focus

- Key elements of good writing, e.g. planning, style, structure
- Audience awareness
- Punctuation and grammatical accuracy

### On completion

- Ability to write more quickly
- More coherent organisation of ideas
- More professional, reader-friendly written style
- Wider range of language
- Enhanced editing skills
- Improved presentation of business documents

### Optional enhancements

- Remote email training

### Combine with

- E-learning support
- Individual Business English training

### Duration

Flexible

"His manager has already noticed a difference in the readability of his work."

Jo Woodcock,  
Product Research Executive,  
AXA PPP Healthcare

\*Refer to page 32 for public programme details



Jan - Dec



30 hours  
(suggested)



Individual &  
In-company  
Group\*



£875/per day



2+



Worldwide

## Writing with Impact

In order to ensure that your communication is read and acted upon, you need not only to write competently, but also write with impact. While a document may be correctly written and well structured, there is often a distinct absence of the sophisticated and targeted language necessary to influence, inspire and persuade. What is more, the correct use of register, tone and degree of warmth is often missing which can seriously impact how your message is received and acted upon.

### Suitable for

Native level speakers of English who already write to a good standard.

### Major areas of focus

- Review of key principles of good writing
- Techniques for creating impact
- Language to persuade and influence
- Techniques for emphasis
- Making your writing memorable
- How to build warmth and rapport
- Writing to your audience

### On completion

- Express complex ideas and issues effectively in your written communication
- Write documents that get read
- Build rapport with your readers
- Write to influence, persuade, motivate and inspire
- Write punchy documents that produce the required action

### Optional enhancements

- Individual coaching

### Combine with

- Effective Business Writing
- Professional Email Writing

### Duration

Flexible

"I found the writing course beneficial because it allowed me to learn how to plan my drafting and how to develop a clear, concise and accurate writing style. Only a few days after the course, my line manager congratulated me on the improvements I had made!"  
Catherine Dohou,  
Foreign & Commonwealth Office  
(United Kingdom)

\*Refer to page 32 for public programme details



Jan - Dec



0.5 - 2 days  
(suggested)



Individual &  
In-company  
Group\*



£995/per day



3.5+



Worldwide

## Professional Email Writing

With email and instant messaging fast becoming the default communication vehicles for many organisations, effective and accurate writing skills have never been more in demand. Poorly written correspondence reflects negatively not only on the individual, but also the organisation. This programme has been designed to help you avoid the most common pitfalls with this form of virtual communication.

### Suitable for

Both native and non-native speakers of English who routinely correspond with clients and colleagues by email and would like to improve the style, speed and effectiveness of their correspondence.

### Major areas of focus

- Key principles of good writing
- Editing skills: punctuation review & grammatical accuracy; consistency; eliminating redundancy
- Style and language for email writing
- Email etiquette and creating rapport with your reader

### On completion

- Friendly but professional style of correspondence
- Techniques to ensure emails and other correspondence receive the attention they deserve
- Greater understanding of best practice and etiquette for email correspondence

### Optional enhancements

- Remote email training
- E-learning support

### Combine with

- Business English
- Effective Business Writing

### Duration


Flexible

“The professional approach of the trainer was remarkable. The terminology I learned was of immediate benefit...”

Mr Dieter Feller,  
Senior Manager,  
Compliance Department,  
Deutsche VerkehrsBank (Germany)

\*Refer to page 32 for public programme details

 1 Jan - Dec

 1.5 days (suggested)

 Individual & In-company Group\*

 £875/per day

 3.5+

 Worldwide

## Proposal Writing

Most sales and marketing professionals are recruited for their spoken communication and presentation skills and often see proposal writing as a chore to be avoided or rushed. A skilfully-written proposal, however, is vital to the success of bids or tenders for new business, making the difference to whether a contract is ultimately won or not.

### Suitable for

- New or experienced sales professionals
- Key account management personnel
- Bid managers

### Major areas of focus

Effective writing skills through the development of a persuasive and reader-focused approach.

### On completion

- More confidence in writing effective sales proposals
- More convincing and persuasive style of sales writing
- Ability to target your proposals for each particular audience
- Written skills that make you stand out from your competitors

### Optional enhancements

- Remote email training
- E-learning support

### Combine with

- Business English
- Professional Email Writing

### Duration

Flexible

“Great course. Lots to take away and put into practice.”

Stephanie Burgess  
Trainer  
Capital One (United Kingdom)

 1 Jan - Dec

 0.5 - 2 days

 Individual & In-company Group

 £1100/day

 3.5+

 Worldwide

## Report Writing

Report writing is now an essential skill for corporate and public sector employees at all levels. However, a badly written report risks remaining unread, its objectives not reached and the ability of the author questioned. An effectively written report influences and persuades while leaving a permanent record of your research and thought processes.

### Suitable for

- Professionals who regularly write reports for external and internal audiences
- Technical experts who are required to write reports for a non-expert audience
- Anyone whose role has changed to include more report writing

### Major areas of focus

Produce easy-to-read, effective documents that will achieve your desired results.

### On completion

- Ability to write reports more quickly and more confidently
- Better structured and organised, clearly written, effective reports
- Awareness of how to adapt your reporting style according to the audience and purpose of the report

### Optional enhancements

- Remote email training
- E-learning support

### Combine with

- Individual Business English training

### Duration

Flexible

"All the participants found the trainer extremely helpful and approachable. We look forward to training with Communicaid again in the future."

Agata Czamara,  
Deputy Head,  
Training Department,  
National Bank of Poland

## Presenting in English

Whether you are presenting to a small meeting or a conference, communicating your message clearly and professionally is crucial. Your audience's ability to follow and be persuaded is defined by not only your ability to explain your ideas clearly, but also by how convincing you are.

### Suitable for

Anyone who addresses large audiences, regularly makes formal presentations or speaks at meetings or who delivers internal training or induction programmes.

### Major areas of focus

- Presentation language you need to express your ideas
- Techniques for the effective structuring of your speech (e.g. sequential argument vs. question orientated approaches)
- Employing visual aids
- Pertinent cultural influences
- Body language and creating rapport

### On completion

- Greater confidence when giving speeches and presentations
- Enhancement of your own personal delivery style
- More effective use and control of your voice
- Greater awareness of non-verbal signals

### Optional enhancements

- One-on-one coaching

### Combine with

- Individual Business English training
- Country specific cultural awareness training

### Duration

Flexible

"Our personnel have always been extremely happy with the training...."

Paula Kinnunen,  
Vice President,  
Helsinki Business Polytechnic  
(Finland)

\*Refer to page 32 for public programme details

 1 Jan - Dec

 0.5 - 2 days

 Individual & In-company Group\*

 £995/per day

 3.5+

 Worldwide

 1 Jan - Dec

 0.5 - 2 days

 Individual & In-company Group\*

 £1200/day

 3.5+

 Worldwide

## Negotiating in English

In today's competitive market place, successful negotiations require a highly complex set of skills that test the ability of corporate and public sector employees alike. Negotiating in another language is even more complex where the use of nuance, sophisticated sentence structure and body language all play their part.

### Suitable for

Non-native speakers working in an English speaking environment, either regularly negotiating with English speaking clients and suppliers or who would like to reinforce their language skills for successful negotiating in English.

### Major areas of focus

- Language refinement: signposting; summarising; specialist technical vocabulary
- Analysis of own negotiating style within an international environment
- Cultural factors influencing negotiating styles in the English speaking business world

### On completion

- Greater confidence when negotiating with English speaking clients and suppliers
- Specialist and functional language to carry out successful negotiations in English with more confidence
- Greater understanding of the cultural influences affecting 'Anglo' negotiating styles

### Optional enhancements

- Working lunch

### Combine with

- Individual Business English training
- Negotiating Across Borders

### Duration

Flexible

\*Refer to page 32 for public programme details



Jan - Dec



0.5 - 2 days



Individual &  
In-company  
Group\*



£1200/per day



3.5+



Worldwide

## Accent Reduction and Recognition

A noticeable accent in your speech can sometimes spark frustration and cause delay. Colleagues and clients may find they misunderstand you or need to ask you to repeat yourself – all of which will affect how you are perceived. This programme looks at how sounds and the voice are used and will help you to adapt your speech to achieve clearer communication.

### Suitable for

Anyone whose accent affects their intelligibility when communicating in English or who would like to be able to use their voice more clearly and confidently. Also suitable for anyone whose role involves telephone contact with a target audience from a specific region or country.

### Major areas of focus

- Improve the sound and style of your speech
- Sounds and voice – how they are produced and used in your local environment
- Analysis of the key features of the target accent

### On completion

- Greater ability and confidence to use and control your voice
- Greater awareness of your particular problem sounds and how to modify speech where necessary

### Optional enhancements

- Working lunch

### Combine with

- Presenting in English

### Duration

Flexible



Jan - Dec



0.5 - 2 days



Individual &  
In-company  
Group



£975/day



3.5+



Worldwide

"Communicaid designed and delivered a first-class ... programme for our overseas agents. It surpassed all our expectations and has contributed to our organisation maintaining its competitive advantage."  
VP Operations  
Leading Global Contact Centre

# Public Programmes 2008

	Programme	Duration (days)	Date 1	Date 2	Date 3	Date 4	Date 5	Date 6	Date 7	Fee (Individual)
London										
1	Drafting Contracts in English	3	17.03.08	23.06.08	21.07.08	24.11.08	-	-	-	£1350
2	English for Lawyers	5	10.03.08	16.06.08	14.07.08	17.11.08	-	-	-	£2195
3	English for Legal Secretaries	3	03.03.08	09.06.08	07.07.08	10.11.08	-	-	-	£995
4	English for Finance Professionals	5	07.07.08	20.10.08	-	-	-	-	-	£1795
5	English for the Insurance Industry	5	28.07.08	-	-	-	-	-	-	£2230
6	Effective Business Writing	1	20.02.08	22.04.08	10.06.08	22.07.08	12.08.08	15.10.08	03.12.08	£495
7	Writing with Impact	1	23.04.08	20.08.08	22.10.08	10.12.08	-	-	-	£495
8	Professional Email Writing	1	28.02.08	15.04.08	14.08.08	08.10.08	-	-	-	£495
9	Presenting in English	1	17.04.08	19.08.08	-	-	-	-	-	£495
Paris										
10	Drafting Contracts in English	3	11.02.08	07.04.08	30.06.08	06.10.08	-	-	-	€1500
11	English for Lawyers	5	04.02.08	31.03.08	02.06.08	27.10.08	-	-	-	€2500
12	English for Legal Secretaries	2	18.02.08	14.04.08	07.07.08	13.10.08	-	-	-	€999
13	Effective Business Writing	1	28.03.08	02.07.08	18.09.08	06.11.08	-	-	-	€550
14	Professional Email Writing	1	20.03.08	05.06.08	13.11.08	-	-	-	-	€550
15	Presenting in English	1	13.03.08	12.06.08	20.11.08	-	-	-	-	€550
16	Negotiating in English	1	21.02.08	25.09.08	-	-	-	-	-	€550

For information on group fees, please speak to one of our advisors at Communicaid on +44 (0)20 7648 2140 or email [info@communicaid.com](mailto:info@communicaid.com)

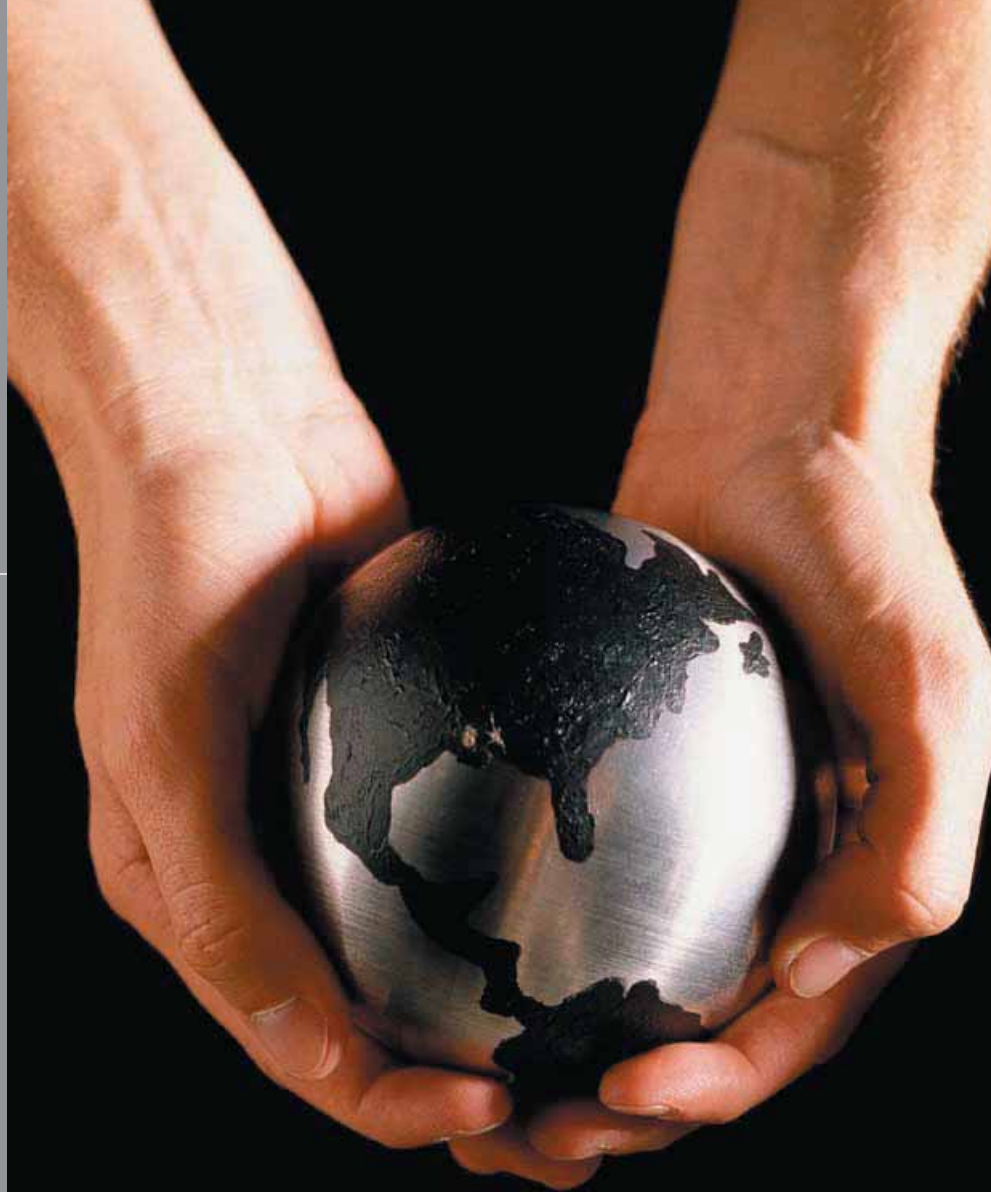
We offer a range of English communication skills public programmes intended to offer you the chance to improve your English skills within a small group context. These programmes are open to all professionals and are delivered in the format of small groups, ensuring you benefit from effective interaction from our expert trainers as well as have the opportunity for networking with your peers.

# More Communicaid

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# Additional Services

## 1. Communication

Designed to complement our range of language and cultural awareness courses, Communicaid's Communication Skills training programmes are available to both native and non-native speakers of English and are aimed at improving your ability to communicate more effectively within an international context. Programmes available include:

- Effective Business Writing
- Writing with Impact
- Professional Email Writing
- Proposal Writing
- Report Writing
- Presenting in English
- Negotiating in English
- Speech Training

## 2. World

World Language Training – With an unrivalled team of more than 600 language trainers delivering training in over 65 languages and minority dialects annually, Communicaid is uniquely placed to meet the foreign language needs of all international corporate and public sector organisations around the world.

We possess almost 20 years' experience of collaborating with our clients to provide innovative, flexible and cost-effective foreign language courses. So, whether your need is for beginner level French or diplomatic Russian, you can rest assured that Communicaid will be able to match your needs. Training solutions are available in both intensive & extensive (ongoing) formats and are designed according to your requirements and objectives.

## 3. Culture

Our Cultural Awareness programmes specialise in assisting both corporate and public sector organisations to maximise their international effectiveness. Programmes available include:

- Pre-secondment cultural awareness preparation
- Country/region specific business awareness
- Cross-cultural awareness
- Building International Teams
- Working in remote teams

## 4. Consultancy

We strive to help our clients build long-lasting and profitable relationships by providing the tools in which understanding and trust can be developed. In addition to our programmes, we have developed a suite of consultancy services aimed at organisations and HR or training managers. These services include:

- Graduate testing services
- Recruitment advice and consultancy
- Training policy and strategy
- Design of in-house learning centres
- Internal communication audits

In addition to our English communication skills programmes, Communicaid also provides training and consultancy in the above areas



# Case Study - Specialist Financial & Insurance English Language Training

## Background

The Generali Group is one of the most significant organisations operating in the global insurance and financial markets. The Group is leader in Italy and has a strong international presence with operations in over 40 countries.

In 2004, the Generali Group launched a management development programme to train the future leaders of its new Chinese operation. This venture was formed on the back of the part-acquisition of one of China's national energy providers. This organisation, China National Petroleum Corporation, provided Generali with a ready-made business infrastructure and a supply of potential future leaders.

Generali selected Communicaid, along with the Chartered Insurance Institute and other internal and external training providers to design an integrated 4 month management development programme, the first stage of which was the tailor-made specialist language training.

## Training objectives

The key requirements of the training were to:

- Equip the managers with a solid base of spoken and written fluency to prepare them for their future reporting responsibilities

- Provide a foundation knowledge of the principles of insurance and essential insurance English terminology
- Develop the managers' core business skills in English, giving them the tools to be able to present, negotiate and lead meetings effectively in English

## Challenges

The main challenges were seen as:

- Achieving maximum results in a limited time-frame
- Teaching insurance terms to learners for whom insurance itself was an unfamiliar subject
- Training a group with divergent levels of English and varying professional backgrounds
- Adapting the interactive training approach to the more academic "Chinese" learning style

## Training Approach

In partnership with the former Generali Group School (now Generali Group Innovation Academy) and a consortium of internal and external training providers, Communicaid devised an intensive time-table with the goal of creating a full immersion programme.

## Proposed Solutions

- 10 hour training days consisting of 7 hours of face-to-face training with 3 hours of informal but structured contact at and after meal times
- Foundation English sessions were followed by the more specialist and more demanding financial and insurance English training
- Pair and team work were consistent features of the training in order to effectively manage the divergent skills levels within the group

## Results

The participants completed the training with sufficient knowledge to ensure they would benefit fully from the following stages in the management development programme and give them the long-term skills for the future roles at Generali China

## Client feedback

"Communicaid has shown a high interest in understanding exactly our needs and in adapting flexibly the training to them. Communicaid laid the foundations for our 4 months' training and we are very happy about the results we have achieved".

Judith Eberl  
Managerial Education  
Generali Group Innovation Academy

## Long-term training partnership with international insurance and finance organisation

# Case Study - Cross-border writing skills for European employees

## Background

As the bank has made acquisitions and grown organically across Europe, HBOS has placed great importance on maintaining and developing the skills of all staff in these locations.

HBOS's Chester-based Learning & Development team identified a requirement in the Frankfurt, Amsterdam, Madrid and Paris offices for improving report writing skills and written communication between their teams and back to Head Office.

Communicaid, HBOS's existing partner for world language training, was selected to work in partnership with the L&D team to design and deliver tailor-made writing programmes concurrently in all four locations.

## Training objectives

- To develop written skills towards a harmonised pan-European benchmark
- To review and adopt key principles of Plain English and current "best practice" in drafting business documents

## Training approach

Draft course content for all locations was designed by Communicaid. All 30 participants then carried out self-assessments and completed pre-course training assignments. After analysing these documents, Communicaid's team modified the one-to-one programmes for each location taking into account the strengths and weaknesses of each individual.

All training was delivered by Communicaid's dual-qualified Communication Skills trainers, both expert communication trainers and commercially experienced.

## Solutions

- The training began with a half day launch seminar providing delegates with a comprehensive overview of the principles of good, clear commercial writing
- Five follow-up individual sessions allowed each delegate to develop their own specific skills and work closely with their trainer on authentic business documents

- A final "wrap-up" group workshop allowed the group to re-visit the key principles, share learning and measure their progress

## Client feedback

Participants are now more confident writing business documents and incorporate "best practice" into their reports and correspondence.

"My trainer made my course an extremely rewarding experience. Time flies when you're having fun! Her training approach was excellent and I feel more confident in my written communication as a result".

Business Analyst HBOS Paris

Pan-European training programme for international bank

# Agent and Partner Networks

## Partner organisations

For ongoing English and world language training programmes, we deliver globally through our international network of partner training organisations who adhere to our training approach and standards.

We select our training partners very carefully through recommendation and independent research. This allows us to ensure a shared training philosophy, common organisational approach and the highest standard of professional English training.

As a minimum requirement, all partner training organisations fulfil the following criteria:

- They are financially stable, long-established organisations with a proven history of the successful provision of in-company English training to international companies
- They have signed a binding partnership agreement outlining the co-operation with Communicaid and the agreed standards of performance

- In addition, training with each new client requires its own Service Level Agreement, which identifies and agrees the characteristics and objectives of the specific training solution
- They are subject to regular performance monitoring and review

## How to become a Communicaid Partner?

If you run a training organisation and would like to offer your services to us or allow your clients to benefit from Communicaid's range of communication and cultural awareness services, please contact us:

W: [www.communicaid.com/partner](http://www.communicaid.com/partner)  
E: [partner@communicaid.com](mailto:partner@communicaid.com)  
T: +44 (0)20 7648 2140

## Agents

Communicaid possesses over 15 years' experience of working closely with clients to produce and deliver results-driven training programmes. Our approach is to respond to our clients' needs with practical and cost-effective solutions. Our success is reflected in the feedback and testimonials from our clients.

Rest assured that your clients will be in the best of care, while at the same time you will be relieved of the majority of the administrative care of your clients. Communicaid's team of Client Managers, Client Services assistants and Knowledge Management professionals are all trained to ensure your client's stay with us is a successful one.

## How to become a Communicaid Agent?

If you are an agent and are interested in recommending Communicaid to your clients, please contact us:

W: [www.communicaid.com/agent](http://www.communicaid.com/agent)  
E: [agents@communicaid.com](mailto:agents@communicaid.com)  
T: +44 (0)20 7648 2140

# Accommodation Services

We offer an unparalleled range of accommodation services to meet your budget and personal preferences. Our dedicated team selects and regularly monitors all accommodation options in order to ensure that you will be staying in the most professional and best-serviced home-stays or hotels.

Alongside a range of budget and luxury hotels, university residences, “bed & breakfasts” and serviced apartments, our clients often decide to stay with one of our excellent, professional home-stays.

## Professional home-stays

At Communicaid we recognise the importance of the comfort and well-being of our clients during their time with us. We choose our family home-stays carefully to provide a comfortable, professional and welcoming atmosphere for all overseas clients training with us in London. Communicaid’s Client Services team regularly monitor the feedback from clients and routinely inspect all home-stays in order to ensure the highest level of service.

Our home-stays are located in pleasant, central, safe parts of London, normally within a maximum of 30 – 45 minutes of Communicaid on public transport. All provide good access to the centre of London. Prior to your stay in London, we will assess any special requirements you have and select an appropriate family to meet those needs. You will then receive a family profile and full directions to them and Communicaid’s training centre.



As a minimum, you can expect your home-stay to provide:

- A good-sized bedroom with plenty of cupboard space and a desk for self-study
- Time for both conversation and “peace and quiet” as you wish
- Breakfast and an optional evening meal accompanied by the host
- Laundry service
- A television and radio in your room
- Food suitable for your dietary requirements
- A non-smoking / pet-free environment if requested

For overseas delegates, your first impression of Communicaid when you arrive in the UK will be your chosen accommodation. We make every effort to ensure that it is a very positive impression.

# Accommodation Services

## Hotel & serviced apartments

We work with a dedicated selection of hotels, ranging from 5-star business options to more traditional bed & breakfasts. We will work within your budget to find you accommodation that meets your requirements.

Communicaid has negotiated special rates with a number of four and five star partner hotels located very near to our London training centre. Our Client Services team will be delighted to make all arrangements and bookings for you prior to your arrival. Prices may vary according to availability and time of year.

Communicaid partners with an organisation specialising in serviced apartments located in the heart of the City of London. Situated directly opposite Liverpool Street Station, one of London's major rail and tube stations, and within ten minutes' walk of Communicaid, these apartments have been designed in the tradition of fine London townhouses. Communicaid enjoys a special daily and weekly rate with this organisation obtained by booking through Communicaid.

## Airport transfer

On request, Communicaid can arrange airport pick ups and drop offs from London Heathrow, Stansted and Gatwick airports. We can arrange either mini cabs or private cars to drive you. Simply supply us with the flight details in advance and we will arrange a car to pick up and drop you off at your desired location. Please refer to the Enrolment Form for details of transfer prices.

For those intending to travel by public transport, Communicaid is conveniently located near Liverpool St., Aldgate and Monument/Bank train and tube stations. A map with directions will be sent to you as part of your induction pack before arrival. Similarly, if you intend to travel direct to your accommodation, maps and directions will be made available prior to your arrival.



# Levels Chart and Self-assessment Grid

COMMUNICAID LEVEL	DESCRIPTION	CEF	TOEIC	TOEFL	IELTS
	Native speaker standard	-	-	-	-
LEVEL 4.0	I can speak and write fluently, and understand completely	C2	910+	276+	7.5-9.0
LEVEL 3.5	I speak and understand very well but sometimes have problems with unfamiliar situations and vocabulary	C1	701-910	236-275	6.5-7.0
LEVEL 3.0	I speak and understand very well but still make mistakes and fail to make myself understood occasionally	B2	541-700	176-235	5.5-6.0
LEVEL 2.5	I can communicate without much difficulty but still make quite a lot of mistakes and misunderstand sometimes	B2	541-700	176-235	5.5-6.0
LEVEL 2.0	I can speak and understand reasonably well and can use basic tenses but have problems with more complex language	B1	381-540	126-175	4.5-5.0
LEVEL 1.5	I can make simple sentences and can understand the main points of a conversation but need much more vocabulary	B1	381-540	126-175	4.5-5.0
LEVEL 1.0	I can communicate simply and understand in familiar situations but only with some difficulty	A2	246-380	96-125	3.5-4.0
LEVEL 0.5	I can say and understand a few things in English	A1	-	-	-
LEVEL 0	I do not speak any English	-	-	-	-

EXAMS - We can prepare delegates for a wide range of exams including: IELTS TOEIC TOEFL NATO(STANAG) TOLES Cambridge Proficiency

We assess all course participants and will provide an individual training profile linked to internationally recognised standards. You can use the table above to obtain a quick benchmarking of your existing English skills then take a look at the course pages to check the minimum skill required for each programme.

# Conditions of Service

## 1. Definitions

'The Company' means The Communicaid Group. 'Service' means any service supplied by the Company. 'Client' means any person, firm or company to whom the Company supplies Services.

## 2. Application

No conditions other than those set out herein nor shall any variation thereof be binding on the Company, unless otherwise specifically agreed in writing by a Director of the Company. These Conditions shall be incorporated in every offer, acceptance and contract for Services by the Company subject to the foregoing any conditions proposed by the Client are hereby excluded.

## 3. Acceptance

Any written quotation for services will remain open for acceptance for 90 days unless otherwise specified from the date of despatch and thereafter will lapse unless otherwise stated in writing. The Company will not be bound by any oral quotation.

## 4. Prices and Payment

Prices quoted are exclusive of VAT. An additional charge may be made for all expenses incurred by the Company at the request of or by agreement with the Client which are not included in the quotation.

4.1 Payments for services shall be made prior to commencement of any training on presentation of invoices unless otherwise specifically agreed in writing by a Director of the Company.

4.2 The Company reserves the right to discontinue any training should invoices remain unpaid. No refund for unconsumed training will be considered, and the outstanding invoices will be due for payment in full.

## 5. Confidentiality

All documentation made available by the Client during the course of provision of the services shall remain the property of the Client and shall be treated as confidential, and shall not be disclosed to any third party.

## 6. Cancellations

6.1 Group sessions will continue to take place even if some of the participants are absent unless otherwise agreed. If supplements are quoted per hour for additional participants in a group, the hourly charge will remain at that quoted for the duration of the course, even if a participant drops out subsequently.

6.2 Public Courses: Courses cancelled with between 4 and 2 weeks' notice prior to the scheduled start date of the course are subject to a 50% cancellation fee, and courses cancelled with less than 2 weeks' notice are subject to a 100% cancellation fee.

6.3 The company will seek to postpone courses on agreement given at least two weeks' notice, but reserves the right to impose a 10% postponement fee, or to treat the postponement as a cancellation should the course not go ahead within a three month period from the initial scheduled start date. Courses postponed at less than two weeks' notice will be treated as cancelled. Once the timetable for an intensive course has been confirmed, the Client will be charged for the full number of hours during the agreed period. No refund will be considered for hours that the student is unable to attend.

In all cases, the completion of an enrolment form or written acceptance of a quotation is deemed to constitute confirmation of a course and will be contractually binding.

## 7. Conditions of Enrolment

7.1 Members of group classes are expected to attend their courses at the scheduled times.

7.2 The Company reserves the right to make changes of trainers whenever it considers this necessary

7.3 In all cases the completion of an enrolment form or written acceptance of a quotation is deemed to constitute confirmation of a course.

7.4 Corporate Programmes may be subject to terms and conditions laid down in a separate contract between the Client and the Company. Should no such contract exist, the terms and conditions of service described herein shall apply.

## 8. Sub-Contractors

The Client recognises and agrees that the Company may use sub-contractors for some or all of the work. Notwithstanding the fact that the Company may use sub-contractors for services to be performed under this agreement, the Company shall remain completely responsible for all actions of such sub contractors relative to the Services which are the subject of this agreement.

## 9. Use of Company Personnel

On acceptance of a quotation, the Client contracts that he will not use the services of any Relevant Person directly and other than via the Company. In the event that any Client or associate uses the services of a Relevant Person other than pursuant to a contract with the Company, the Client shall forthwith pay to the Company:

A) Where the Relevant Person becomes an employee of such Client or associate, a sum equal to 17.5% of the gross annual remuneration of such Relevant Person or a sum of £6,000, whichever shall be the higher and

B) In any other case, the sum of £6,000 (exclusive of VAT).

For the purposes of this clause, 'Relevant Person' means any trainer or manager or other person who shall have been engaged either as an employee or independent contractor by the Company and who shall have provided services for such Client directly or indirectly through the Company within 12 months preceding the use of their services by the Client or an associate as aforesaid.

## 10. Jurisdiction

These conditions shall be interpreted in accordance with English law and the Company and the Client irrevocably submit to the non-exclusive jurisdiction of the English Courts.

The Communicaid Group Limited

# Enrolment Form

## How to Book

-  Call Communicaid on: +44 (0)20 7648 2140  
 Fax this enrolment form to us on: +44 (0)20 7648 2178  
 E-mail to: english@communicaid.com  
 Send an enquiry by visiting: www.communicaid.com  
 Send this form to: English Programmes, Communicaid, Holland House, 1-4 Bury Street, London, EC3A 5AW, United Kingdom

## Please Enrol Me For

Programme title(s)		Preferred start date(s)		Preferred end date(s)		No. of weeks	

## Personal Details

Title (Mr/Ms/Dr)	
Last Name	
First Name	
Job/Position	
Organisation	
Address	
City	
Postcode/Zip	
Country	

Direct Tel.	
Mobile Tel.	
Fax	
Email	
First Language	
Nationality	
Authorising Manager	
How did you hear about Communicaid?	

## Accommodation

<b>Will you require Communicaid to organise Accommodation for you?</b>	
Yes <input type="checkbox"/>	No <input type="checkbox"/>
If yes, please specify preferred choice of accommodation type:	
Home-stay Bed & Breakfast £260/week	<input type="checkbox"/>
Home-stay Half-Board £325/week	<input type="checkbox"/>
Self-catering apartment*	<input type="checkbox"/>
★★★★ Hotel <sup>1</sup>	<input type="checkbox"/>
★★★★★ Hotel <sup>1</sup>	<input type="checkbox"/>
Additional information:	

<sup>1</sup> Seasonal changes will dictate the fees of these options. Please speak to an advisor at Communicaid for an indication of prices.

<b>Deposits are required for accommodation booking:</b>	
Home-stay accommodation	£72.50 x no. weeks reserved
Hotels	£199.68 x no. weeks reserved
Serviced apartments	£87.50 x no. weeks reserved

## Additional Information

<b>Do you have any special requirements or health problems (e.g. Allergies, diet, etc.)? If so, please specify.</b>	
Please specify if you require non-smoking accommodation: Y <input type="checkbox"/> N <input type="checkbox"/>	
Please indicate if you require airport transfers:	
Arrival pick up £65 <input type="checkbox"/>	Departure drop off £45 <input type="checkbox"/>

# Enrolment Form (Continued)

## Payment

Full payment of fees is required before programme commencement.	
<b>Calculate Total Costs</b>	
Programme Fee(s)	
Accommodation deposit	
Airport Transfer(s)	
Total	£

## Payment method

**Cheque payment**

Please make cheques payable to Communicaid Group Ltd.  
Please note that your cheque should be drawn from a UK bank.  
(British banks do not accept Eurocheques).

**Credit Card**

If you wish to pay by credit card, please enter details here:

Credit Card (Visa/Mastercard):

Number:

Expiry Date:

Account Name:

Cardholder's Signature:

**Bank Transfer**

Communicaid's bank details are:  
Coutts & Co  
Specialist Commercial Banking, 44O Strand  
London WC2R OQS, United Kingdom

Account Name: Communicaid Group Limited  
Account Number: O7914768 Sort Code: 18-00-02  
SWIFT: COUTGB22 IBAN: GB85 COUT 1800 O207 9147 68

**Payment via Invoice**

Invoice contact:

Company/Organisation address:

Purchase Order Details: (if applicable)

### Confirmation\*

Please reserve my place on the above English programmes. I confirm that I have read and accepted Communicaid's Terms & Conditions.

Signature: \_\_\_\_\_

Date: \_\_\_\_\_

### \* Insurance & Visa Requirements

Communicaid strongly recommends that comprehensive travel, medical and repatriation insurance is taken out by all clients intending to study abroad. In particular, for individual clients, we advise that insurance is taken out to cover training fees in the event of illness, accident or bereavement, as programme fees are not refundable.

It is the responsibility of clients to check if they require visas. Clients are required to organise their own visas. Clients requiring a visa to study in the UK are advised to submit their enrolment a minimum of eight to twelve weeks prior to their arrival.



# Our Trainer Team

## Combining expertise and experience

Communicaid possesses one of Europe's leading teams of professional English trainers. We have a long-established team of expert trainers, all combining considerable international business experience with many years of English training know-how. They have the qualifications, maturity, sensitivity, personality and experience to deliver award-winning personalised training of the highest quality.

We offer a unique team of trainers of specialist English language in the fields of law, insurance and financial services. They are all dual-qualified, offering the benefits of years of practical experience as lawyers or finance professionals together with training expertise.

The experience of our trainers is matched by a keen interest in developing their skills in order to continually surpass our clients' expectations.

As a minimum, a Communicaid English trainer must have a:

- University degree
- Qualification in Teaching English to Adults
- 5 years + international business experience.
- 5 years + professional English training experience

We enjoy a healthy mix of "new blood" and long-established trainers and in practice most of our team surpasses these requirements. Overleaf is a selection from our team of trainers.



# Our Trainer Team

## International Business English

### Mark Hindle

ONC & HNC Engineering; Diplomas: Corporate Financial Strategy, Creative Management, Corporate Strategy; DipMMIS; FRSA; MCIM Chartered Institute of Marketing; MBA; C & G FE Teaching English Language; Cert TESOL

Mark has extensive experience in people management and training, and working and liaising within the international market place. For the first part of his career he concentrated on his engineering skills before moving into sales and marketing across a range of industries. He has lived in many different countries and has gained an excellent understanding of cross-cultural business needs. He has applied these principles to his English language training and offers a highly structured approach to encourage maximum progress in the business classroom.

Recent clients include: Nomura; Abbey

### Philip Trevena

BA English (USA); CELTA (Certificate in English Language Teaching to Adults)

Philip has worked in South America, the USA, Australia and Europe. Philip began his

career as a management consultant before working in sales and development. He then pursued his interest in journalism working for LBC Radio SF Cal as an interviewer. He has more than seventeen years' broad experience in the training sector. As a published author with a keen interest in journalism, Philip has run a number of specialist advanced writing skills programmes.

Recent clients for Communicaid include: Deutsche Bank; Nomura; Freshfields Bruckhaus Deringer; Samsung Life; the Police School of Finland

### Paul McGrath

BA (Hons) Latin American Studies; RSA Certificate in English Language Teaching to Adults; MA Conflict Security and Development

Prior to joining Communicaid, Paul worked extensively in South America with the British Council in Colombia before moving into the role of Administrative Director in a corporate language training centre.

Paul also has worked in media where he has produced country/sector-specific economic and cultural reports for publication in The Times, Washington Post and Fortune

magazine. He incorporates his broad company experience into his training, working on presentation, negotiation and writing skills at all levels from beginner to senior level advanced learners.

Recent clients include: Deutsche Bank; CSFB; Nomura International; Freshfields Bruckhaus Deringer; Abbey; HBOS; the Police School of Finland.

### Gill Martin

BSc Hons Geography and Mathematics; PGCE; MSc Geography; RSA CELTA (Certificate in English Language Training to Adults)

Gill has extensive experience in managing and implementing training and development programmes and projects, including advising staff and managers. Her work has helped her to develop the cross-cultural interpersonal skills invaluable in her present role. She has worked almost exclusively for Communicaid for a number of years and has experience training both groups and one-to-one classes across a wide variety of levels and cultural backgrounds. She favours a communicative approach to encourage maximum communication and language development from her learners.

# Our Trainer Team

Recent clients include: Freshfields;  
XL Insurance; Control Techniques;  
Sanofi-Aventis Pharma

## Sally Arbiter

BA in Modern Languages; RSA Cert. TEFL

A graduate in Spanish and French, Sally has over ten years' experience teaching English to delegates from all over the world.

Sally has many years of working both in international commerce and English language training. This enables her to be able to understand a range of client needs, both from a business and a language point of view. She has extensive experience of teaching delegates from all kinds of professional and educational backgrounds, both on a one-to-one basis and in groups.

Recent clients include: Freshfields; Pharma Mostafa Nakach; the Police School of Finland

## Academic English

### Andy Dummett

CIM Advanced Certificate in Marketing;  
CTEFLA (Certificate in Teaching English as a

Foreign Language to Adults); Advanced  
Diploma in Language Teaching Management

Andy has had extensive experience as an English language trainer in the UK. He managed a language training centre (including all aspects of business and financial management) and a large team of trainers in Bromley, Kent. Andy has also designed and delivered highly specialised training programmes. He has worked with groups and on a one-to-one basis and came to Communicaid in 1999 to work on a wide range of ESP (English for Specific Purposes) and academic programmes.

Recent clients include: Berlin Wasser,  
Freshfields; INA; Schlumberger

### Julie Freeborn

BSc Combined Science/Psychology, Trinity  
TESOL Cert

Prior to joining Communicaid, Julie worked as a Business English trainer in Japan. She now works as Communicaid's in-house English language trainer on a variety of programmes with a broad range of corporate clients. She has also designed speech training programmes for learners wishing to improve their pronunciation and impact in English.

Recent clients include: Kingfisher; Nomura;  
Rolfe Judd; EBRD; Abbey.

## Insurance English

### Janet Lofthouse

BA (Hons) French and German, University of Southampton; Associate of the Chartered Insurance Institute; Certificate in Teaching English as a Foreign Language to Adults;

Janet Lofthouse worked in management positions in the insurance industry for 15 years, servicing multinational corporate business and broking to worldwide markets, including Lloyd's of London. A trained linguist, Janet then chose to change careers, and now specialises in English language training. She has worked for Communicaid for more than seven years, and has delivered a wide range of courses in the UK and abroad, including Insurance English, Advanced Business Writing and General Business English.

Recent clients include: Deutsche Bank,  
Austrian Tourist Board, EBRD, Nomura

# Our Trainer Team

## Financial English

Peter Wilkinson

Associate of The Chartered Bankers Association  
RSA CTEFLA

Numerous banking & financial qualifications

After choosing to take early retirement from his position as Senior Corporate Manager with Lloyds Bank after 30 years in the industry, Peter decided to move into training. Drawing upon his considerable knowledge of the banking field, Peter is able to deliver specialist Financial English programmes to delegates seeking courses of a highly technical nature.

Recent clients include: Freshfields Bruckhaus Deringer, Dankse Bank, Nomura

Carolyn M Foster

BA Economics: Member of the Institute of Bankers: Cert TESOL

With over 20 years' experience in the banking sector in London, New York and the Far East, Carolyn offers unrivalled banking expertise. She has an excellent understanding of working with different cultures and spent eight years living in Dubai with her family. For the last two years Carolyn has been training general

and business English across a variety of levels in both one-to-one and group situations.

Recent clients include: Freshfields Bruckhaus Deringer; Bank of Austria

## Legal English

Gil Lidor

BA Hons Political Science and International Relations; LLB (Hons Business Law; LLM Intellectual Property); TESOL (Teaching English to Speakers of Other Languages)

Gil has wide experience both as a lawyer and as a legal English and business trainer. He has worked in both one-to-one and group situations running open and closed programmes in-house and abroad. Gil's level of expertise has been key in helping his learners to develop their legal English ability, as well as their business language. He is a major contributor to our legal materials programme. His specialisations include: contract drafting, employment, IP and corporate law.

Recent clients include: Freshfields Bruckhaus Deringer; Bank of Austria, Norbar; the Police

School of Finland

Denis Lyons

BA LLP DTEFLA

Barrister-at-Law; Member of the International Bar Association; Member of the Free Representation Unit of the Bar of England and Wales.

Called to the Bar in 1994, Denis now combines ongoing legal consultancy with lecturing in Law and Communication at London University and specialist legal English training.

He has delivered legal drafting and communication courses to commercial lawyers worldwide. Denis has provided training for Communicaid for a number of years, working with clients such as Freshfields on our extended 8-week programmes, as well as Norbar, Bank of Austria and a wide range of other organisations on both open and closed programmes in-house. He contributes regularly to Communicaid's legal materials programme.

Recent clients include: Du Pont, Lovells, Wegener Bechtel Schmidt Partnerschaft

# Our Trainer Team

## Peggy Murray

LLB; CELTA (Certificate in English Language Teaching to Adults)

Having completed her law degree, Peggy went on to work as a corporate researcher for Morgan Stanley. She spent time working in the City of London as a recruitment consultant for finance professionals before becoming a specialist English language trainer. Peggy has travelled extensively and worked in the Maldives for some time as an in-house language trainer for The Four Seasons hotel group. She has worked with learners from a broad variety of backgrounds in both one-to-one and group situations. She has also designed and run specialist legal programmes across the UK.

Recent clients include: Freshfields; Shell; Norbar.

## Communication Skills

## Fiona Goldman

Cert Education; Diploma in Dramatic Art

Fiona has a breadth of broadcasting experience in both live and recorded programmes encompassing presenting,

announcing, narration and reporting for major radio and TV stations. She has also worked extensively in the print and PR industries. In addition, Fiona is a qualified primary school teacher with a Diploma in Dramatic Art from Middlesex University.

Fiona is still involved in broadcasting but since 2003 has specialised in speech training and accent coaching combining her teaching experience with her own practical experience of using her voice effectively.

Recent clients include: Birkbeck College; Roehampton University, TD Securities; L'Oréal; Eli Lilly

## Elizabeth Block

BA History, Wellesley, USA; MA History, Chicago, USA

Elizabeth is a communications trainer and writer/editor with broad international experience having lived in New York, Hong Kong and London. She has extensive experience of writing and editing work in the specialist fields of renewable energy, financial services, financial IT and hospitality.

Her writing includes speeches, press releases, published articles and web material for a diverse range of clients including Bank of America, Ernst and Young, Hermes Investment Management, Treasuries Management International and various UN agencies. She also has extensive experience of editing and commissioning.

Elizabeth has run a number of writing skills workshops as well as conducted many surgeries in press release writing and coached writing on a one-to-one basis.

Recent clients include: Financial Times; Deutsche Bank; Rio Tinto

Photographs of Communicaid staff by  
Chris Renton Photography

# Client List

Organisations who select Communicaid to assist with their communication skills training requirements include:

A.P. Moller-Maersk  
ACTIS  
Aggregate Industries plc  
AgustaWestland  
AIG Europe UK  
Altadis  
Aon Grieg AS  
Apax Partners  
Arab Bank plc  
Argus Media  
Arup Group  
Ashurst  
Astra Zeneca France Laboratoires  
Astra Zeneca Plc  
Avinor AS  
Baltic Beverages Holding  
Bank of Tokyo - Mitsubishi  
BASF plc  
Bayerische Landesbank  
BBC Newsgathering  
Berwin Leighton Paisner  
Boston Scientific Ltd  
BP  
BP Norge As  
Cadbury Schweppes  
Cadbury Trebor Bassett  
Carlsberg Brewery  
City of London Police  
Clear Channel Entertainment  
Colliers CRE  
Colt Telecommunications  
Comité Régional du Tourisme  
Compagnie Générale des Eaux  
Corus Plc  
Credit Suisse  
Dai-ichi Mutual Life International UK  
Daiwa Securities SMBC Europe  
Danske Bank  
Defence School of Languages  
Dept for Environment Food and Rural Affairs  
Deloitte & Touche  
Denton Wilde Sapte  
Dept for Education and Skills  
Dept for International Development  
Dept for Work and Pensions  
Deutsche Bank  
DLA  
Dnb Nor Bank ASA  
Dept for Trade and Industry  
DTZ Group  
DuPont  
DuPont de Nemours Italiana Srl

DVB Bank AG  
EBRD  
Element plc  
Elycio Talen  
EMI  
Ernst & Young  
Eurogroup  
Eurohypo Investment Banking  
Euronext Paris S.A.  
ExxonMobil Group  
Financial Securities Assurance  
Financial Times  
Forsvarets Logistikkorganisasjon/Sjø  
Forsvarets tele- og datajeneste  
Forsvarsdepartementet  
Foreign and Commonwealth Office  
Freshfields Bruckhaus Deringer  
Games Workshop plc  
GE International  
GE Real Estate  
Generali Italy  
Gerling  
Gillette (UK)  
Goldman Sachs  
Government Actuary's Dept  
GlaxoSmithKline  
H & M Hennes & Mauritz Sarl  
Hammerson plc  
HBOS  
Helsinki Business Polytechnic  
Home Office  
HSBC Securities France  
Information Builders France  
Institute of Directors  
Interfleet Technology  
International Power  
IXIS Corporate & Investment Bank  
Johnson and Johnson  
Joint Technical Language Services  
Jotun AS  
JTI France  
Jyväskylä Polytechnic  
Kingfisher plc  
Kirkpatrick & Lockhart Nicholson Graham  
Kongsberg Gruppen ASA  
KPMG  
Lend Lease Corporation  
L'Oréal  
Lovells  
LSI Logic Europe  
Macquarie Bank  
McGraw Hill International (UK) Ltd.

Merck Chemicals Ltd.  
Microsoft (MSN)  
Microsoft Limited  
Ministry of Defence of Norway  
Ministry of Defence  
Mitsubishi Electric  
Mizuho International Plc UK  
Mummert Consulting  
Munich Re  
National Criminal Intelligence Service  
Nomura International Plc  
Nomura Securities Co Ltd (Japan)  
Northumbrian Water Limited  
Novartis  
Office of the Deputy Prime Minister  
Ogilvy & Mather  
Pfizer  
Pictet London  
Premier Oil plc  
Prudential  
Rio Tinto  
Rolls Royce  
Rompem Advocaten  
Royal Bank of Scotland Plc  
Santander Central Hispano  
Schlumberger Information Solutions  
Schlumberger Oilfield Services  
Shearman & Sterling  
Shell France  
Sony Computer Entertainment  
Standard and Poor's  
Statoil ASA  
Stora Enso  
Stortinget  
Svenska Handelsbanken  
Switch  
Talisman Energy UK  
Telenor AS  
Terra Firma  
Thomson Financial  
Toa Reinsurance  
TRW Automotive  
Turkiye Is Bankasi AS  
University of Helsinki  
VediorBis  
Veolia Eau  
Vodafone  
Watson, Farley & Williams  
Wolseley plc  
Wragge & Co

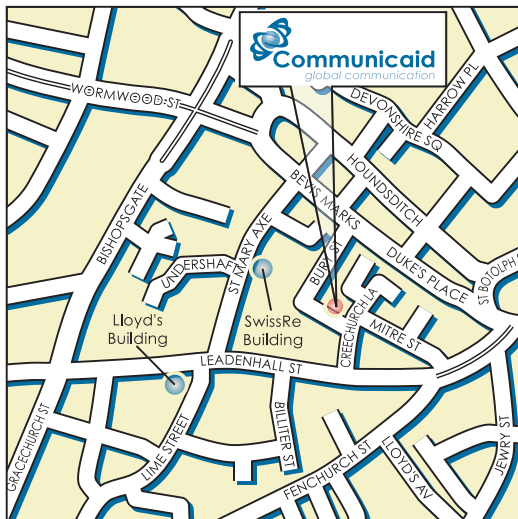
# Map and Directions

## From Aldgate Underground

Turn right onto Aldgate High Street and at the main traffic junction, turn right into Dukes Place/Bevis Marks. Bury Street is the 2nd street on your left. (400 metres)

## From Liverpool Street Underground

From the main station concourse, take the Bishopsgate exit up the escalators and turn right onto Bishopsgate. After 200 metres turn left at the traffic lights into Camomile Street and continue for a further 200 metres. Turn right into Bury Street, go to the very end of the street and turn left. The entrance to Holland House is around the corner on your left. (550 metres)



## From Bank Underground

Take the Cornhill exit (No. 4). Walk along Cornhill and cross Gracechurch Street into Leadenhall Street. When you have the Lloyd's building on your right, cross the square, turning left into St Mary's Axe. Turn immediately right into the square occupied by the Swiss Re tower (affectionately known as the "Gherkin") and walk along the right hand side of the building leaving the square at the exit ahead of you. The entrance to Holland House is on the left. (750 metres)

## Bus Services:

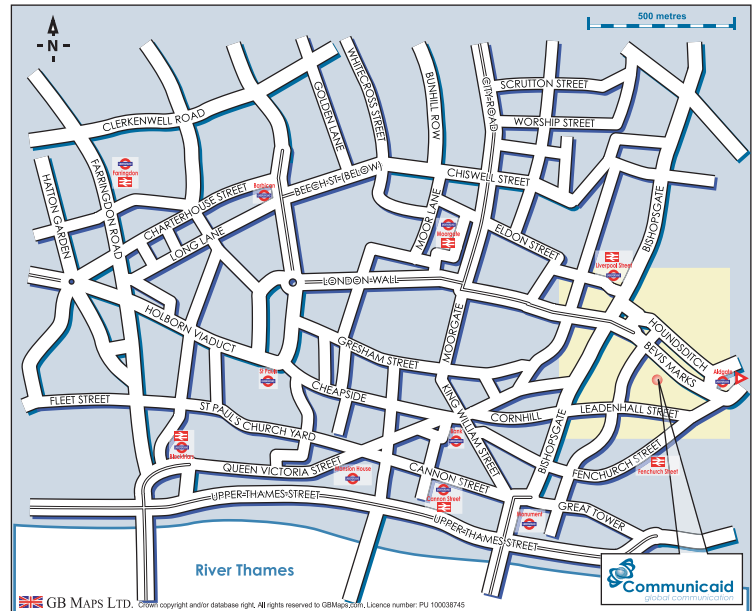
Bus routes 42, 78, 100 and 205 all serve Bevis Marks.

## By Rail:

Fenchurch Street and Liverpool Street are the nearest railway stations. For train times call +44 (0)8457 48 49 50.

## Telephone:

For general London transport help telephone +44 (0)20 7222 1234.



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