

The Communicaid Group is a leading provider of language and cultural training to the corporate and public sectors. We also offer advice and consultancy on a wide range of international communication issues. The Communicaid Group comprises the following divisions:

Communicaid English (London)

Offers a full range of Business English and cultural training courses tailored to meet the needs of organisations and their employees. Leading specialisations are offered in the fields of law, finance and insurance, where training is delivered by a unique team of dual-qualified and experienced trainers.

Communicaid International (London)

Provides language and cultural training in all world languages and cultures to corporate clients. Our tailor-made programmes are designed to improve the global communication of organisations and their employees in an international arena.

Communicaid Public Sector (London)

Offers unique expertise in designing and delivering specialist language and cultural training to government departments and other public sector clients.

Communicaid Langues (Paris)

Conveniently located close to Place de la Concorde, Communicaid Langues provides training in all languages and cultures to corporate and public organisations based in Paris.

Communicaid Frankfurt

Communicaid Frankfurt's office, situated in the heart of the financial district, is ideally positioned to cater for the language and cultural needs of businesses and their employees based in Germany.

We provide a full range of language and cultural training programmes, along with consultancy services, at each of the following centres:

London

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Frankfurt

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Corporate Language & Cultural Training



Services include:

- Language training in all world languages
- Cultural awareness programmes
- Consultancy
- Language testing for recruitment purposes



One world: one language, one culture?

The development of overseas offices, markets and clients requires companies to adapt to the unique demands of each country. As no two countries are alike, the ability to understand the language and culture of the target country can prove to be the difference when building profitable relationships.

Specialists in improving your global communication

As the UK corporate training division of The Communicaid Group, **Communicaid International** is one of Europe's leading providers of language and cultural training. Founded in 1992, **Communicaid International** has gained a reputation for providing individually designed language and cultural solutions to match the demands of our corporate clients.

All languages and cultures

Thanks to the Group's unique expertise and range of corporate and public sector clients, we are able to offer training in all world languages and cultures. From English to Japanese, to Albanian to Uzbek, **Communicaid International** is able to deliver professional training to meet your specific requirements.

Our clients - your guarantee

Communicaid International has no greater

guarantee of quality than our clients. With many of the world's leading companies and firms relying on our services, you can be sure of achieving the results you require. Our clients include: Microsoft, Credit Suisse, Gillette, Ernst & Young, Ashurst Morris Crisp and Kingfisher.

Our confidence in the quality of our training is such that we apply a 'money back' guarantee to all our programmes. If, at the conclusion of a training programme, the objectives agreed at the beginning of a course have not been met, **Communicaid International** will refund the entire cost of that unit of training.



Cultural briefings - improving global communication through culture

The ability to maintain international business relations does not depend solely on a good command of the target language. Understanding the culture and business practices of the country can be the key to a successful assignment or negotiation.

Communicaid International's cultural briefings are designed in close collaboration with you and can include:

- cultural diversity
- country profile
- people and society
- working practices and conditions
- building successful business relationships
- business ethics and etiquette
- negotiation and communication styles

Trainers - specialists in their field

Our cultural programmes are delivered by briefers from the target culture in conjunction with leading practitioners, professionals and academics who cover more specialist areas. This combination of native briefers and guest speakers allows us to provide well-balanced, highly focused programmes.

Detailed information available on request.

Consultancy

Communicaid International provides advice and consultancy on a range of language, cultural and communication issues.

Consultancy projects range from identifying the skills and competencies needed to compete in an international marketplace to helping integrate language skills and cultural awareness into a long-term business strategy.

Detailed information available on request.



Clients' comments

"Communicaid International takes the delivery of language training very seriously, and their consultants work hard to ensure that every individual is receiving the correct style and level of tuition. The trainers are always native speakers, punctual, professional and innovative. Best of all they are flexible-essential in a business like ours."

Nathalie Bickford
Head of Corporate Centre Human Resources
Kingfisher Plc.

"I have been impressed with the combination of expert knowledge and flexibility Communicaid International has been able to offer our employees. Their ability to tailor their courses precisely to ING Barings' requirements has resulted in our employees actively using their languages in the workplace."

Julia Evans
HR Training & Development Administrator
ING Barings

"I thoroughly enjoyed my language sessions. My trainer put considerable effort into making each session stimulating, interesting and relevant to my job. After 18 months of study, my fluency has greatly increased and I feel considerably more confident when speaking German. I also feel more comfortable understanding financial German material, an aspect of language I had never covered before."

Tilly Franklin
Assistant Director
Apax Partners Ltd.



Location - your choice

Training can take place at one of our training centres located in London, Paris or Frankfurt, in-company or at a venue of your choice worldwide.

Worldwide recognition

We encourage delegates to sit external examinations offered by independent organisations such as The London Chamber of Commerce & Industry or OCR (Oxford Cambridge and RSA Examinations).

We also prepare delegates for Instituto Cervantes, French Chamber of Commerce, Goethe Institute and Institute of Linguists examinations, amongst others. These qualifications provide an independent endorsement for each delegate of the value of Communicaid's training programmes.



Language testing and recruitment assessments

If you require assistance assessing language competency as part of your recruitment process, Communicaid International offers a wide range of oral and written testing services.

Detailed information available on request.

Programmes designed for you

By tailoring each programme to your specific needs, we are able to offer you an unparalleled level of personalised training.

The flexibility of a fully "a la carte" service allows you to combine various training options in order to meet your specific requirements, whether as an individual or in a group.

All training courses are entirely "portable" and can take place at any Communicaid centre or at a location of your choice worldwide. Our personal approach and careful selection of trainers ensures you can focus on developing the language you genuinely need.

Your needs - understood and met

In order to ensure that your course is tailored to your needs, a detailed needs analysis interview and language assessment will be undertaken by the Account Management and Pedagogic team

before training commences.

The objective of this initial interview is to establish realistic targets and identify areas of focus for study. Based on this information, recommendations on the duration and format of the programme are then made.

Format - flexibility assured

Creative flexibility and innovation are the keys to our service. Training is designed to meet your language and business needs.

For suggested training solutions see table below.

Scenario	Our solution	Suggested Location	Suggested Duration
Foreign secondment	Intensive language training	In-centre or in-country	Minimum 1 week (6 hours per day)
Frequent business traveller	Integrated language training	Dual centre or in-company	1½-3 hours per week in conjunction with "booster" half/full day sessions
Frequent liaison with foreign clients or colleagues	Integrated language training	In-company	1½-3 hours per week in conjunction with "booster" half/full day sessions
Specialist language requirement <ul style="list-style-type: none"> ▣ Business ▣ Finance ▣ Legal 	Integrated language training delivered by dual-qualified trainers	In-centre or in-company	One day seminars combined with regular training
Personal development	Extensive language training	In-company	1½-3 hours per week
Maintaining oral and written skills	Telephone/email language sessions	Distance	Minimum 10 hour module

Training is available on an individual and an in-company group basis

Your course - professionally managed

A dedicated point of contact is the key to a successfully managed programme. A dedicated Account Manager will be assigned to you and your company to coordinate all programmes.

As well as taking away much of the administrative burden, the Account Manager will liaise with you, your Training Department and the trainer to ensure that we constantly provide the best possible solution to your training needs.

Your trainers - highly experienced

You will benefit from some of the UK's most experienced and effective trainers, all of whom have considerable training expertise and often practical experience in an international business environment. In addition to their teaching qualities and experience, they are selected for their integrity, sensitivity and overall professionalism.

Specialist language areas

Communicaid International has pioneered the development of specialist foreign language programmes. In addition to our range of specialist English programmes, we are now able to offer specialist Financial, Legal and Business foreign language courses. These courses are delivered by dual-qualified native trainers, all of

whom have considerable training expertise as well as practical experience in various fields of international business.



Wide choice of programmes

Foreign language training

Communicaid International provides training in all world languages. To ensure that your training requirements are understood and met, a team of 30 professionals oversees a faculty of more than 600 trainers and briefers, providing you with a choice which ranges from French to Japanese to Albanian and to Uzbek.

Specialist foreign language training

Delivered by dual-qualified trainers, experts in their area of international business as well as expert linguists, programmes are designed to meet your specialised language needs. Areas include:

- Finance
- Law

English language training

Communicaid International possesses one of Europe's most experienced English language trainer faculties. Many of our trainers are dual-qualified, experts in their own fields as well as linguists, and include banking professionals, financial specialists and practising lawyers.

Areas of expertise include:

- Business
- Legal
- Banking and finance
- Insurance
- Advanced report writing for native and non-native English speakers
- Presentation and negotiation skills

Cultural awareness programmes

Our cultural programmes are delivered by expert briefers from the target country and/or leading practitioners, professionals and academics.

- Country specific

aimed at employees relocating overseas. These briefings can range in content from background information to the country to doing business and developing profitable relationships.

- Business specific

designed for business people who have extensive contact with the target country, either face-to-face, via videoconferencing, telephone or email.

- Cultural awareness and adaptability programmes

aimed at foreign secondees who experience linguistic and/or cultural difficulties in the workplace.

- Living and working in the UK

ideally suited for foreign secondees new to the United Kingdom. The programme is tailored to provide an insight into the UK and destination city, offering the delegate a question and answer forum. It aims to allay any concerns secondees may have about their move and dispel any possible preconceptions.

- Spouse coaching and support

the key to a successful relocation is to ensure that the move of the accompanying family is as smooth as possible and that they are provided with an opportunity to address any possible concerns regarding living in the target country. Each programme is personalised to match the requirements of the family.

Language testing for recruitment processes

Communicaid International has pioneered the development of oral and written language testing. Examples include assisting a leading law firm in its graduate recruitment process and testing potential recruits of a multinational pharmaceutical for language proficiency.