

Presenting to an International Audience

Open Group

International audiences present experienced speakers and presenters with unique challenges. As a skilled presenter, you will be used to assessing the needs and motivations of your audience, adjusting your style, delivery and content accordingly. However, the rules that frequently apply to home audiences are not suitable for international ones. Linguistic and cultural issues, which were not previously a consideration, now both have a significant bearing on how you and your presentation are received. What if your audience's first language isn't English? Are you confident that the opening you use for your presentations here in the UK is the most effective with an overseas audience? Is humour appropriate?

The answers to all these questions and more can be found in the highly informative and interactive "Presenting to an International Audience". Designed specifically to help experienced presenters achieve the necessary international perspective, this programme will offer you practical advice and tips on understanding your international audience as well as help you to achieve the confidence to deliver effective presentations.

Benefits

This programme provides participants with:

- A greater understanding of the cultural implications of presenting to international audiences
- The ability to adapt existing skills for audiences from different nationalities
- Awareness of the linguistic challenges of an international audience
- Practical strategies for preparing and delivering an effective international presentation

Who should attend?

This programme will be of benefit if you:

- Regularly speak at international meetings and conferences
- Prepare and deliver presentations to overseas audiences
- Sell and market to overseas clients
- Work in an international team

Location

Located in the heart of the City of London, Communicaid's training centre is within minutes' walking distance of Liverpool Street, Bank and Aldgate tube and train stations.

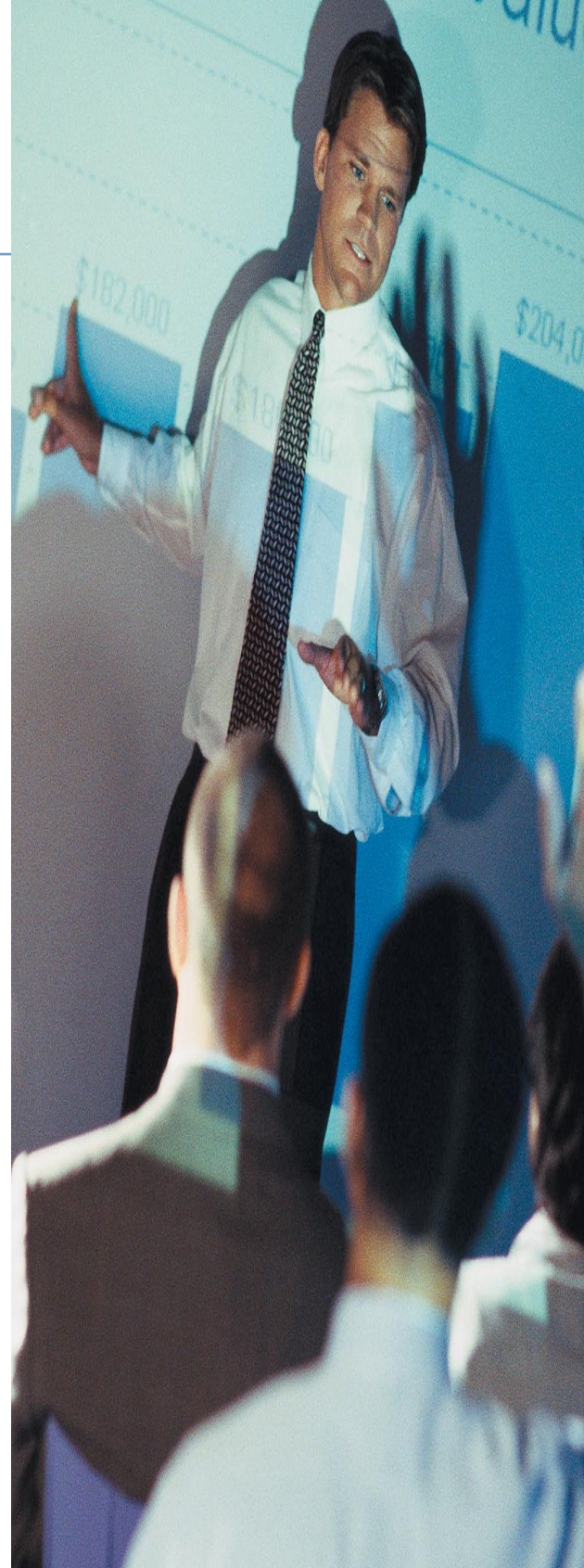
Dates & times

Thursday 6th October 2005 10am - 5pm (6 hours)

Wednesday 2nd November 2005 10am - 5pm (6 hours)

Contact Communicaid:

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*Cultural Awareness
Communication Skills
Language Training*

Programme content

The importance of culture

- The presenter – expectations and credibility
- The audience – expectations and motivation
- Listening problems of the non-native English speaker
- English as the international language
- Use of humour
- Presentation practice

Preparation and delivery

- Use of non-verbal communication
- Preparing presentations for international audiences
- Delivering the presentation – presenter's checklist
- Presentation practice & trainer feedback
- Practical tips for enhancing cross-cultural communication skills

With a maximum of 10 delegates, this programme will combine analysis of the challenges of international presentations, practical activities and feedback.

Communicaid

Communicaid is a global culture and communications skills training company providing corporate and public sector organisations and their employees with the expertise to build successful relationships across cultures and borders. Founded in 1992, our clients include major financial institutions, manufacturing and consumer goods companies, law firms and government departments. With training centres in London, Paris and Frankfurt and a worldwide network of professionals, we are uniquely placed to meet your culture and communication needs.



Trainer profile

Anneliese Guerin-le-Tendre is a professional communication skills specialist, delivering high level communication skills programmes, including Negotiations, Presentations Skills and Business Correspondence to major corporate and public sector clients. As one of Communicaid's core trainers, she has designed and delivered successful training programmes to delegates at Deutsche Bank, EBRD, Cadbury Schweppes and Unicredit.

Previously, Anneliese worked in education, managing a Modern Languages department in the UK for many years before relocating in 2000 to France where she joined an international training company overseeing the delivery of communication skills training to multinational clients. Since returning to the UK, she has specialised in advanced communication skills training, with a particular focus on an international context.

Programme fees

Fee: £450 + VAT per delegate
Group booking: £405 + VAT per delegate (2 or more delegates from the same organisation)
Lunch and refreshments included.

How to book

To reserve your place please contact Nick Hedges on +44 (0)20 7648 2173 or complete the form and fax or post it back to us.

Presenting to an International Audience I wish to reserve place(s) for:

Thursday 6th October 2005

Wednesday 2nd November 2005

Name:

Company:

Address:

Telephone:

Email:

Signature:

Position:

Fax:

Date:

Ref: MSC151