

# English for Public Sector Organisations

## Programmes include:

- Military English & Defence Diplomacy
- Diplomatic English
- Legal English
- Banking & Financial English
- English for Media & Public Relations

## Specialists in improving your communication in English

**Communicaid Public Sector (CPS)** is Europe's leading provider of language and cultural awareness training to the public sector. With over 10 years' experience of designing and delivering tailor-made programmes to non-profit organisations worldwide, **CPS** is uniquely placed to assist you with your English language training requirements.

Whether you require assistance with your general English communication or more specialised programmes, **Communicaid Public Sector** will work with you and your organisation to ensure your needs are met.

## Unparalleled experience

A division of **Communicaid**, **CPS** specialises in meeting the training needs of public sector organisations worldwide. Since our foundation, we have worked in close collaboration with government departments and agencies throughout Europe, providing unique language and cultural awareness solutions.

Our clients include many British and European government departments and ministries as well as international agencies, NGOs and charities.

## Who will benefit?

Our wide range of English language programmes are aimed at public sector employees required to use English in their work:

- Diplomatic and embassy staff
- Defence and security personnel
- Agencies working with the European Union and multinational organisations
- Public sector lawyers and legal staff
- Government finance and economic staff
- Public sector communications and PR professionals
- NGOs and not-for-profit organisations

## Flexible programmes

**Communicaid Public Sector** offers flexibility in all aspects of training. Our programmes are tailor-made to meet your specific requirements, whether as an individual or a group. Following detailed training needs analysis interviews and English language assessments of each delegate, the programme is designed in close collaboration with you and your organisation.

Flexibility is the key to our service. As all our programmes are individually designed by our in-house team of professionals, we are able to respond effectively to your needs. Programmes available worldwide.

## Structure

Course structures range from one-day seminars to 2-8 week programmes. **Communicaid Public Sector** will work with you and your organisation to design flexible programmes to meet your requirements.

Available options include:

- Individual Training:** Designed to meet your unique needs
- Closed Group:** Specialised programmes designed on request to meet your organisation's requirements. Available worldwide
- Combination Group:** 3 hours' individual training followed by 3 hours' group tuition per day with professionals of a similar level. Maximum group size of 6

## Specialist trainers

In association with our sister division **Communicaid English**, **CPS** possesses one of Europe's most experienced and prestigious English faculties. As well as qualified linguists, many of our trainers are dual-qualified professionals (lawyers, diplomats, bankers, academics, etc.), offering a unique understanding of your area of expertise and interest.



# Wide choice of programmes\*



## Military English & Defence Diplomacy

Working in partnership with the British Foreign and Commonwealth Office and the Ministry of Defence, [Communicaid Public Sector](#) has extensive experience of providing language training for defence and diplomatic purposes. To date, we have successfully prepared over 500 military personnel for long-term postings - delivering language training at all levels, from beginner to interpreter. [CPS](#) frequently prepares clients for NATO STANAG 6001 examinations.

## Diplomatic English

For diplomats working in all areas, whether it is representative, consular, political, legal, commercial, defence or cultural, the ability to communicate effectively in English is vital to securing successful diplomatic relations. Working in this field for over 10 years, [Communicaid Public Sector](#) has extensive experience of meeting the requirements of such post holders.

## Legal English

In association with our sister division, [Communicaid English](#), [CPS](#) provides legal English training to public sector lawyers and government judiciary. Delivered by dual-qualified trainers, lawyers as well as linguists, programmes available include *Drafting Contracts in English*, *English for Lawyers* and *English for Legal Secretaries*. Recently delivered tailored programmes have included *Drafting Procurement Agreements* and *Negotiation of Defence Treaties*.

Programmes recognised and promoted by the Law Society of England & Wales as well as the Dutch and Norwegian Bar Associations

## Banking & Financial English

Central banks, finance ministries and international institutions are required to liaise and negotiate on a global scale with public and corporate organisations. This internationalisation and the growing trend for Private Finance Initiatives has brought new challenges to their personnel. [Communicaid Public Sector](#) has been at the forefront in designing and delivering banking and financial English programmes to these organisations throughout Europe.

## English for Media & Public Relations

Journalists, reporters, correspondents, researchers and public relations professionals are often required to prepare and deliver professionally presented information in English. Whether you require assistance with your written communication, presentation or general English skills, [CPS](#) is uniquely placed to aid you and your organisation.

## Specialist Skills

[Communicaid Public Sector](#) has also developed a number of specialist programmes to improve your English language and cultural awareness skills. Recently delivered programmes have been designed for:

*European Union Accession States and International Institutions*  
*International Development Agencies and Non-Governmental Organisations*  
*Parliamentarians and Elected Representatives*

\* The programmes outlined above are an indication of the range of programmes [Communicaid Public Sector](#) offers. Detailed information on our complete range available on request.

## Sample Tailor-made Programmes\*

English for Parliamentarians & Elected Representatives				
Day 1	Day 2	Day 3	Day 4	Day 5
<p>Language Input &amp; Practice (1)</p> <ul style="list-style-type: none"> <li>❑ Principles of British government</li> <li>❑ The Westminster Model, the Executive and Legislature</li> <li>❑ MPs &amp; Representing Constituents</li> </ul>	<p>Meeting with Borough Mayor</p> <ul style="list-style-type: none"> <li>❑ Meeting &amp; observation of Borough Council meeting</li> </ul> <p>Feedback on Council visit</p>	<p>Language Input &amp; Practice (3)</p> <ul style="list-style-type: none"> <li>❑ British politics and the media</li> <li>❑ Interview techniques</li> <li>❑ Dealing with difficult questions</li> </ul>	<p>Language Input &amp; Practice (4)</p> <ul style="list-style-type: none"> <li>❑ Policy issues</li> </ul> <p><i>Education</i> <i>Social Protection</i> <i>National Health Service</i> <i>Law and Order</i></p>	<p>Language Input &amp; Practice (5)</p> <ul style="list-style-type: none"> <li>❑ Foreign affairs &amp; international relations</li> <li>❑ The EU &amp; the Euro</li> <li>❑ Participating in a multilateral meeting</li> </ul>
<p>Role Play</p> <ul style="list-style-type: none"> <li>❑ Holding a constituency surgery</li> </ul> <p>Preparation for Day 2's Visit</p> <ul style="list-style-type: none"> <li>❑ Role and structure of Local Government</li> </ul>	<p>Language Input &amp; Practice (2)</p> <ul style="list-style-type: none"> <li>❑ Comparative electoral systems</li> <li>❑ British elections and political parties</li> <li>❑ Canvassing voters</li> <li>❑ Presenting a manifesto programme</li> </ul>	<p>Visit to BBC Radio Station</p> <p>and/or</p> <p>Visit to Newspaper Offices</p>	<p>Visit to Parliament</p> <ul style="list-style-type: none"> <li>❑ Meeting with UK MPs and Party Representatives</li> </ul>	<p>Final Session</p> <ul style="list-style-type: none"> <li>❑ Mock parliamentary debate</li> </ul> <p>Course Close &amp; Feedback Session</p>
Advanced Writing and Presentation Skills				
Day 1	Day 2	Day 3	Day 4	Day 5
<p>Introduction &amp; Grammar Gauging Test</p> <ul style="list-style-type: none"> <li>❑ Brainstorming activity and prioritising task</li> </ul> <p>Essentials of Good Writing</p>	<p>Review of Day 1</p> <p>Grammar Session (1)</p> <ul style="list-style-type: none"> <li>❑ Tense review</li> </ul> <p>Report Writing (1)</p> <ul style="list-style-type: none"> <li>❑ Exercises on effective report writing</li> </ul>	<p>Review of Day 2</p> <p>Grammar Session (2)</p> <ul style="list-style-type: none"> <li>❑ Articles</li> <li>❑ Modals &amp; conditionals</li> </ul> <p>Report Writing (2)</p> <ul style="list-style-type: none"> <li>❑ Exercises on effective report writing</li> </ul>	<p>Review of Day 3</p> <p>Grammar Session (3)</p> <ul style="list-style-type: none"> <li>❑ Prepositions</li> <li>❑ Phrasal verbs &amp; business idioms</li> </ul> <p>Report Writing (3)</p> <ul style="list-style-type: none"> <li>❑ Re-drafting task</li> </ul>	<p>Review of Day 4</p> <p>Grammar Session (4)</p> <p>Case Study (5)</p> <ul style="list-style-type: none"> <li>❑ Team presentations</li> </ul>
<p>Case Study: Central Bank</p> <ul style="list-style-type: none"> <li>❑ <i>The Euro</i>: Introduction</li> <li>❑ Writing formal letters</li> </ul> <p>Group Activity - correspondence</p> <ul style="list-style-type: none"> <li>❑ Writing a letter of invitation to a foreign delegation</li> </ul>	<p>Financial vocabulary</p> <p><i>The Euro</i>: Essential Terminology</p> <p>Case Study (2)</p> <ul style="list-style-type: none"> <li>❑ Participating in a meeting</li> </ul> <p>Group Activity - meetings</p> <ul style="list-style-type: none"> <li>❑ Planning</li> <li>❑ Chairing</li> <li>❑ Opinions</li> </ul>	<p>Electronic Communication</p> <ul style="list-style-type: none"> <li>❑ Structure &amp; language of emails</li> </ul> <p>Case Study (3)</p> <ul style="list-style-type: none"> <li>❑ Preparing a presentation (1)</li> </ul>	<p>Speech Writing Practice</p> <p>Case Study (4)</p> <ul style="list-style-type: none"> <li>❑ Preparing a presentation (2)</li> </ul> <p>Group Activity - presentations</p> <ul style="list-style-type: none"> <li>❑ Language</li> <li>❑ Structure</li> <li>❑ Preparation</li> </ul>	<p>Memo Writing Practice</p> <p>Revision and Consolidation</p> <p>Feedback from Participants</p>

\* The above are examples of recently delivered tailored programmes to a group of European MPs and the PR Department of a European Central Bank respectively. All programmes are designed in close collaboration with you and your organisation.

# Clients' comments



“The Norwegian Ministry of Defence has sent several students to various courses with Communicaid Public Sector, and I know that they have all been very pleased. One of the most successful aspects of Communicaid’s courses is that they are adapted to individual wishes and needs - both before and during training. I would also emphasise that their trainers are all of a high professional standard. Personally, I hope to attend my fourth Communicaid course next year.”

Gisle Norheim  
Deputy Director General  
Department of Personnel and Development  
Norwegian Ministry of Defence

“Communicaid Public Sector’s course in *English for Public and Media Relations* for our Public Relations Department was highly successful. All participants found the trainer extremely helpful and approachable. We received every assistance from Communicaid at all stages, from the planning of the course to the delivery. We look forward to training with Communicaid again in the future.”

Agata Czamara  
Deputy Head  
Personnel Department  
National Bank of Poland

“Communicaid Public Sector provided successful general and specialist English training programmes to several Bank of Lithuania employees. Communicaid carefully tailored the programmes according to the requirements and needs of the participants. We hope to train more employees with Communicaid.”

Nijolė Netikšienė  
Training and Career Development Unit  
Organisation and Personnel Division  
Bank of Lithuania

“As I frequently need to use English in my work, regular in-country training in London with Communicaid has been very useful for me. Excellent trainers, combined with carefully selected homestay accommodation, have maximised the effectiveness of such courses. Each year I have derived great benefit from the training provided by Communicaid.”

Jacques Aronov  
Nuclear Safety Engineer  
French Institute for Radiological Protection and Nuclear Safety

## Our clients - your guarantee

With many of Europe’s governments and not-for-profit organisations relying on our services, you can be sure of achieving the results you require. Our clients include:

BBC  
British Geological Survey  
Defence School of Languages  
Defence Special Signals School  
Department for Food, Environment & Rural Affairs  
Department for International Development  
Department for Trade and Industry  
Department for Transport  
Bank of England  
Financial Services Authority  
Foreign and Commonwealth Office Language Group  
GCHQ Joint Technical Language School  
HM Customs and Excise

Home Office  
Ministry of Defence  
Motability  
National Criminal Intelligence Service  
National Health Service  
Office of Fair Trading  
Office of the Deputy Prime Minister  
Ofcom  
Princess of Wales Regiment  
Royal Mail  
The British Council  
The Charity Commission

Ministry of Defence, Norway  
Central Bank of Norway  
Norwegian Defence Logistics Organisation  
Norwegian Defence Data and Telecommunications Service  
Institute of Marine Research, Norwegian Ministry of Fisheries

Dutch Central Bank  
National Bank of Poland  
Ministry of Economic Affairs and Communications, Estonia  
Ministry of Finance, Estonia  
Bank of Lithuania  
Libyan People’s Bureau, London  
Ministry of Justice, the People’s Republic of China



## All world languages & cultures

The public sector training division of **Communicaid**, **CPS** provides training in all world languages and cultures. We are also Europe's leading provider of training in minority languages to diplomatic and military personnel, with training delivered in more than 65 different languages in 2002.

In addition to our extensive range of language programmes, **CPS** also offers tailored cultural awareness programmes, designed to assist personnel posted overseas as well as those in contact with foreign counterparts or local populations.

**Communicaid** possesses a dynamic faculty of over 100 cultural briefers from a wide variety of backgrounds and industries. Meticulously selected and managed by our cultural awareness team, we are able to call upon many of the UK and Europe's leading cultural training professionals to meet your requirements. Our briefers, nationals and expatriates, possess not only in-depth and up-to-date knowledge of the target country and culture, but also relevant industry/academic/diplomatic experience.

Detailed information available on request.

## Location - your choice

Our fully portable training programmes can take place at one of our training centres in London, Paris and Frankfurt or a venue of your choice worldwide. Recent programmes have been delivered in Tokyo, Oslo, Paris, Frankfurt, Milan, Warsaw, New Delhi and Madrid.

## Training in London

Located in the heart of London, **Communicaid Public Sector's** training centre offers everything you will need for a successful programme. With 17 dedicated training rooms, a resource library and client internet and refreshment area, everything is in place to ensure your training is both effective and enjoyable.

As part of your programme, every care is taken to guarantee that your stay in London is a rewarding experience. Our team of trainers and staff will organise outings and events to introduce you to Europe's most cosmopolitan city, allowing you to experience its unparalleled range of theatres, restaurants, heritage and nightlife. Moreover, training in London offers delegates unique opportunities to network with British and other government officials.

## Accommodation

For delegates participating in intensive training programmes in London, Paris or Frankfurt, accommodation can be arranged with carefully selected host families or in centrally located partner hotels and apartments.

## Partner Organisations

In addition to our European training centres, **Communicaid** has also developed an extensive network of partner organisations worldwide. Prior to your training with **Communicaid Public Sector**, we can work with your existing provider to ensure a smooth transition. Alternatively, we can assist you with the selection of an organisation in your country.

To find out how **Communicaid Public Sector** can assist you and your organisation, please contact us via one of the following options:



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