

International Communications **MASTERCLASS 2010**



Are you getting your message
across overseas?



Get the low-down on effective overseas
communication at the
2010 International Communications Masterclass

Friday 24th September 2010
Nottingham Belfry, Mellors Way Nottingham, NG8 6PY

Sponsors...





'The single biggest problem in communication is the illusion that it has taken place' (George Bernard Shaw)

Generate increased success by communicating with your customers in ways that they will understand.

Our packed programme and expert speakers will give you all the tools you need to operate confidently in your target markets.

Can you afford to miss it?

Programme	Speakers continued:
09h00 Registration and Exhibition	Ros Schwartz is Managing Director of Ros Schwartz Translations Ltd.
09h30 Welcome and Introduction Rob Williams	<ul style="list-style-type: none"> Ros is an expert on translations that bridge the cultural gap and will be providing tips on best practice for everyone involved in the translation process.
09h40 Case Study - Regional SME	Mike Stokes is Managing Director of Exportential Ltd.
10h05 Getting your message across effectively in a foreign language Ros Schwartz	<ul style="list-style-type: none"> Mike had nearly 20 years as an exporter in the white goods sector, visiting nearly 50 countries as Export Director with the UK's leading electrical appliance manufacturer.
10h30 Tea / Coffee and Exhibition	<ul style="list-style-type: none"> Since leaving corporate life, Mike has advised over 200 businesses, the vast majority of which have been micro SMEs.
11h00 Interactive Cultural Session - Assumptions and Pitfalls Rob Williams	Jonathan Nunn & Aidan Dye are the Managing Directors of Individual Team Performance Ltd.
12h00 Workshop Session One Prepare to Succeed - What you must do before making your overseas business trip Mike Stokes	<ul style="list-style-type: none"> Jonathan has extensive commercial experience, across a wide range of markets and sectors. Aidan is a qualified business performance coach and has an extensive coaching and training background. Aidan and Jonathan have trained and advised a wide range of businesses on their approach to marketing, including those focusing both on the UK and on overseas markets, and themselves have a great deal of personal experience of marketing their own business overseas.
13h00 Lunch and Exhibition	Carolyn Dul is Business Manager for EM Direct
13h45 Workshop Session Two Confidence and Capability in International Marketing Jonathan Nunn & Aidan Dye	<ul style="list-style-type: none"> Carolyn is a qualified teacher of English as a Second Language and spent a number of years living and working in Warsaw, where she learned the language and gained knowledge of Polish people and their culture. Carolyn delivers half day workshops in Polish pronunciation where the main aims are to remove the fear of the consecutive consonants found in the Polish language, to teach a little about Polish culture and a few simple phrases.
14h45 Language Tasters (choose 1 from below) A. Polish: Caroline Dul B. Portuguese: Carla Vincencio	<ul style="list-style-type: none"> Carla is an experienced freelance researcher and marketer having worked with clients in both B2B and B2C research in a variety of industries. Before going freelance, Carla worked for Cambridge ESOL Examinations as a Marketing Manager.
15h30 Plenary - Closing Remarks	
15h45 Close and Networking	
Speakers	
<p>Rob Williams is a cross-cultural consultant with International House in London</p> <ul style="list-style-type: none"> Rob is a Course Leader of the Applied Language Studies MA and Course Director of the MA in International Liaison and Communication at the University of Westminster. Rob has extensive experience in cross-cultural and language training. 	

Cost £45 (+ VAT at standard rate) **Free for emita members**

To book email emita@emd.org.uk

or call the emita helpline: 0115 947 1767

