

International Communications **MASTERCLASS 09**



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Get the low-down on effective overseas communication at the 2009 International Communications Masterclass

Friday 15th May 2009
Park Inn, 296 Mansfield Road, Nottingham, NG5 2BT

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To succeed overseas in today's tough times you need to stand out from the crowd

Great communication and customer care skills are essential to your success

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

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Programme	Speakers continued:
<p>09h30 Registration</p> <p>10h00 Welcome and Introduction Barry Tomalin</p> <p>10h15 Case Study - Trekmates Mike Vassar</p> <p>10h45 Case Study - Eurotowers Roger Verallo</p> <p>11h15 Tea / Coffee</p> <p>11h30 Interactive Cultural Session Barry Tomalin</p> <p>12h15 Best Practice Round Table Discussions</p> <p>12h45 Lunch</p> <p>13h30 Masterclass (choose 1 from below)</p> <p>A. Overseas Research, Where Do I Start? Fiona Winfield</p> <p>B. "Things I Wish I Knew When I Started to Export" (Culture, Standardisation and Adaptation of Products and Services). Alastair Allen</p> <p>14h30 Language Tasters (choose 1 from below)</p> <p>A. French: Anessa Bouchanter</p> <p>B. German: Karen Illsley</p> <p>C. Spanish: Fiona Hancock</p> <p>15h15 Plenary - Closing Remarks</p> <p>15h30 Close and Networking</p>	<p>Mike Vassar is European Sales Director for Trekmates.</p> <ul style="list-style-type: none"> • Mike has experience of selling a wide variety of outdoor clothing and equipment to over 40 countries encountering a wide diversity of both climates and cultures. • Already well established in the UK, Trekmates is now developing international sales using both internal and external resources. <p>Roger Verallo is Managing Director for Eurotowers.</p> <ul style="list-style-type: none"> • Eurotowers manufacture aluminium access products, with 25% of its business overseas. • With experience in the industry since 1978 (with Eurotowers since 1991) Roger is Chairman of PASMA (safe working practice association in industry). <p>Fiona Winfield is Senior Lecturer at Nottingham Business School.</p> <ul style="list-style-type: none"> • Fiona has worked at Nottingham Business School since 1991 as a lecturer in International Marketing and research related modules. • Her current role involves managing a course primarily of international students and her job also takes her to places like Hong Kong, Malaysia and central Europe. She therefore has experience of inter-cultural communications and its pitfalls. <p>Alastair Allen is part of the lecturing team in the Marketing, Retail and Operations Division within Nottingham Business School.</p> <ul style="list-style-type: none"> • He started his marketing career with British Tissues (Dixcel), before moving as Product Manager to Lyons Maid ice cream. He then transferred to Lyons Tetley International where he oversaw Tetley's expansion into various Eastern European Countries. • Latterly, Alastair has been the Regional Director for Josiah Wedgwood & Sons, the world's largest exporter of fine bone china. During this time he was responsible for exporting to a wide range of countries across the world.
Speakers	
<p>Barry Tomalin is Director of Cultural Training for International House London.</p> <ul style="list-style-type: none"> • Barry is a broadcaster, trainer and writer, specialising in inter-cultural communication for business. • He has trained in over fifty countries and has presented at RLN Masterclasses, Derby and Nottinghamshire Chamber of Commerce events and UK Trade & Investment (UKTI) events in Leicester. 	

Cost £30 (inclusive of VAT @15%) **Free for emita members**

To book email emita@emd.org.uk

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