



Mind the Culture Gap! Inter-cultural communication in the global business environment

COURSE OVERVIEW

We come into contact with more and more cultures as companies merge, global partnerships develop and businesses expand into new regions. As the potential for new opportunities increase rapidly, so do the possibilities for inter-cultural misunderstandings. In this practical seminar we will equip you with the tools and techniques to better understand other cultures and their way of doing business. The seminar is based on analysis of several case studies and simulated scenarios that will reveal key cultural aspects that may affect your business interaction and cooperation with partners, suppliers, vendors, and clients in the foreign market.

25 November 2014



TOPICS TO BE COVERED

Cultural versatility

Raising awareness of why culture matters

- How the concept of culture and its components can be interpreted differently by different individuals or groups
- Understanding factors that make cultures different
- Recognizing your own expectations and prejudices

Multicultural management

- Establishing rapport and building trust when communicating with foreign subsidiaries and parent companies
 - Making small talk, using humor, showing respect
- Understanding behavioral rules
 - Dining etiquette, body language, turn taking in a meeting
- Providing ideas on how to promote a product in other countries
 - Avoiding taboos, understanding other markets, negotiating across cultures
- Identifying barriers to inter-cultural communication
 - Avoiding misunderstandings, recognizing how to deal with cultural bias, overcoming the language barrier in Asia
- Identifying steps for overcoming conflict when actions and expectations do not match
 - Resolving disagreements foreign partners, easing tension with colleagues, saving face with counterparts



LEARNING OUTCOMES

By the end of this seminar you will be able to:

- Improve the efficiency of your company's cooperation with foreign partners, clients, vendors, and colleagues in other cultures
- Know how to behave around persons from other cultures
- Avoid misunderstandings when doing business internationally



WHO SHOULD ATTEND

Any professional who is interacting with different nationalities within a business context. Advanced level of English (C1) or above is required.

INSTRUCTOR

Michael Robbs



CLASS HOURS

25 November 2014
Tuesday, 9:00-17:00 (8 hours)

TUITION FEES

€ 220, LAEK subsidy is available

REGISTRATION PROCEDURES

You can enroll individually or through your employer. Detailed information is provided on the next page.

CERTIFICATE OF ATTENDANCE

A certificate of attendance will be provided upon successful completion of the seminar.

FURTHER INFORMATION

Please call 2103680006 or 2103680056, or send an email to training@hau.gr

REGISTRATION PROCEDURES & REGISTRATION FORM

INDIVIDUAL PARTICIPATION

There are two registration options:

Online: You can enroll by clicking the “Buy Online” tab at the top of the course description page. You will be asked to login to proceed. You will need a valid credit card (MasterCard or Visa) to be able to register this way. An automatic confirmation will be sent if the transaction is successful. Your receipt will be given to you on the day of the seminar.

Offline: You can register at the HAU Registrar’s Office, Monday through Friday, 9:00-20:00, by providing a complete registration form and paying the full seminar fee. Tuition fees are not subject to VAT.

PARTICIPATION THROUGH YOUR EMPLOYER

There are two registration options:

Online: You can enroll yourself or the employees of your company by clicking the “Buy Online” tab at the top of the course description page. You will be asked to login to proceed. You will need a valid credit card (MasterCard or Visa) to be able to pay the tuitions fees. You will need to print your/the employee’s details as well as the invoice details, exactly as they should appear on your invoice. An automatic confirmation will be sent if the transaction is successful. Please note that the online registration cannot estimate any discounts, so if you wish to have 3 or more employees in the seminar, and thus be entitled to the 10% discount, you are strongly encouraged to use the offline registration option.

Offline: To enroll yourself or your company’s employees you need to fax us a complete registration form. Please type the invoice details in Greek, exactly as they should appear on your company’s invoice. The full seminar fee must be deposited in one of the HAU bank accounts that are listed on the registration form. A copy of the bank slip should accompany your registration form if you choose this payment method. Tuition fees are not subject to VAT.

The Hellenic American Union will not accept any registration form that is not signed by the employer or the person responsible for training. Employers who enroll 3 or more employees in the seminar gain a 10% total discount. If you wish to take advantage of the LAEK subsidy please check the relevant box and we will email you all the necessary information.

The Hellenic American Union reserves the right to change or cancel any of its published programs due to unforeseen circumstances. A full refund is given to people who have registered.

I wish to enroll for the following seminar:

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(25 November 2014)

PARTICIPANT’S DETAILS

Last Name

First Name

Tax Number

Position / Status

Company

Home Address

Postal Code

Mobile Phone

E-mail Address

INVOICE DETAILS

Company Name

Type of Business

Company Address

Postal Code/City

Phone / Fax

Tax NumberTax Office.....

LAEK Subsidy YES NO

PAYMENT METHOD

Deposit into one of the HAU Bank Accounts:

Alpha Bank: 441-00-2002-000010

(IBAN GR18 01404410441002002000010)

Eurobank 0026-0012370100176525

(IBAN GR26 0260 0120 00037010 0176 525)

CANCELLATION POLICY

Full payment is due upon registration. Cancellations must be made in writing at least 15 working days before the start of the seminar to be eligible for full refund. Thereafter, no refunds will be given.

I / we understand and accept the registration and cancellation policies.

Name / Signature.....Date.....



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Massalias 22, 106 80 Athens T.: 210 36 80 900, F.: 210 3633174
e-mail: hau@hau.gr, http://www.hau.gr

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You have the right to reasonable access to the personal information we have on you, to request a copy of this information, and to correct it if inaccurate. To find out more, contact the Hellenic American Union at privacy@hau.gr.