

Want to give even better customer service to international visitors?



This is the course your business needs.

London receives 13 million international visitors every single year, spending billions of pounds at hotels, in restaurants, on the high street, at tourist attractions and on transport. *'Welcoming the World'* is an exciting new initiative aimed at businesses who want to make the most of this huge opportunity.

Are you getting your share of their business?

With the 2012 Games coming up, numbers of visitors to London are going to increase even more. You and your staff will not have the same cultural background as many overseas customers – and you won't always speak the same language. This course will help you and your customer service team to understand cultural differences and improve the way you communicate – increasing your sales and repeat business.



Do your frontline staff *really* speak your customer's language?

We can't make you and your staff fluent in every language that every visitor to London speaks. But we will help you learn useful phrases for key groups of customers, so you can go that extra mile. Our course gives every participant a free phrasebook and cultural briefings on 11 countries – plus targeted cultural and language training on the **Middle East** and **China**.

Interested?

Our course takes place on **30 May 2008 between 09:30 and 16:30 at the Heathrow Academy**. Read on to find out more and register places for you and your team NOW!

About the course

Our one-day course is aimed at owners and employees of businesses in the hospitality, tourism, transport, retail or leisure industries and is free of charge for London residents. Free refreshments are provided.

Venue: Heathrow Academy, Newell Road, Middlesex, UB3 5AP

Date: 30 May 2008

Session one 9.30 – 11.00	Introduction The challenges and cultural differences The impact on customer service
Break	
Session two 11.15 – 12.30	Culture and language session one China and Mandarin Chinese
Lunch	
Session three 13.30 – 14.45	Culture and language session two The Middle East and Arabic
Break	
Session four 15.00 – 16.30	Effective communications Top tips Action plan

Yours to keep ...

- A workbook for the one-day course
- A reference booklet on cultural skills and customer service for China, France, Germany, India, Italy, Japan, the Middle East, Poland, Russia, Spain and the USA
- A phrasebook with customer service phrases in twelve languages

Book your place now!

To reserve your free place, contact **Sally King** on:

- info@rln-london.com or on 075158 50271
- Or download a registration form directly at www.rln-london.com/events

Find out more about Regional Language Network London and the Welcoming the World initiative at www.rln-london.com/welcoming