

# 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, customer satisfaction 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 links to cultural briefings on 11 countries – plus cultural and language training for **Russia** and **Japan**.

## Interested?

Our course takes place on **7 May 2009** between **09.30 and 16:15** at the **Heathrow Academy**. Read on to find out more and book your place NOW!

## About the course

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

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

**Date:** 7 May 2009

<b>Session one</b> 09.30 – 11.10	Introduction The challenges and cultural differences The impact on customer service
Break	
<b>Session two</b> 11.30 – 12.30	Culture and language session one Japan and Japanese
Lunch	
<b>Session three</b> 13.15 – 14.35	Culture and language session two Russia and Russian  Adapting your behaviour
Break	
<b>Session four</b> 14.55 – 16.15	Effective communications Bringing it all together Action plan

## Yours to keep ...

- A workbook for the one-day course
- 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](mailto:info@rln-london.com) or on 075158 50271
- Or download a registration form directly at [www.rln-london.com/pdf/genericreg.doc](http://www.rln-london.com/pdf/genericreg.doc)

Find out more about Regional Language Network London and the Welcoming the World initiative at [www.rln-london.com/welcoming](http://www.rln-london.com/welcoming)