

Want to train your team to deliver great customer service to overseas visitors?



This 'train the trainer' course is what 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. You can be ahead of the competition by getting involved before wider roll-out later in 2009.

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 train you to develop the skills of your frontline staff and customer service agents, helping them to understand cultural differences and improve the way your business communicates – increasing your sales and repeat business.



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

Our course can't make you and your staff fluent in every language that every visitor to London speaks. But delivering 'Welcoming the World' will help your team to communicate effectively with key groups of customers, so you can go that extra mile. Our one-day programme is backed up by a comprehensive package of resources including a **trainer's manual, standard manuals for trainees, phrasebook, and briefings on 11 countries.**

Interested?

Our course takes place on **2 March 2009 between 09:30 and 16:30 at the Southwark Cathedral**. You can download our [project update](#) for more information – or read on to view our programme and register your place NOW!

About the course

Our one-day course is aimed at trainers working in the hospitality, transport, retail, sports, leisure, tourism and security industries. You will experience the programme yourself, and get the tools and knowledge you need to prepare, customise and deliver the training to your team. The course is offered free to trainers living in London*.

Venue: John Trevor Williams Room, Southwark Cathedral, London Bridge, London SE1 9DA
www.southwark.anglican.org/cathedral/find.htm

Date: 2 March 2009

Session one 09.30 – 11.10	<ul style="list-style-type: none">▪ Introduction▪ The challenges and cultural differences▪ The impact on customer service▪ Developing intercultural skills
Break	
Session two 11.30 – 12.30	<ul style="list-style-type: none">▪ Culture and language session TBC
Lunch	
Session three 13.30 – 14.30	<ul style="list-style-type: none">▪ Effective communications▪ Intercultural skills in practice
Break	
Session four 14.50 – 16.30	<ul style="list-style-type: none">▪ Train the trainers▪ Preparation and delivery▪ Tailoring the programme

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/pdf/genericreg.doc

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

* Cost per delegate is £150 for trainers living outside London. Delegate packs (comprising training manual and phrasebook) for your subsequent use during training are £25 each.