

# apd

# Curso

ASOCIACIÓN PARA EL PROGRESO DE LA DIRECCIÓN



## Developing professional skills ... in English!

- Socializing and networking in english
- Presentations in english
- Negotiating in english

Sevilla, 6, 13 y 14 de julio de 2016

**AFORO MÁXIMO**  
**12 PERSONAS**



BUSINESS LANGUAGE PROJECTS S.L.  
Asociación de Formación y Servicios Lingüísticos para Empresas

## Developing professional skills... in English!

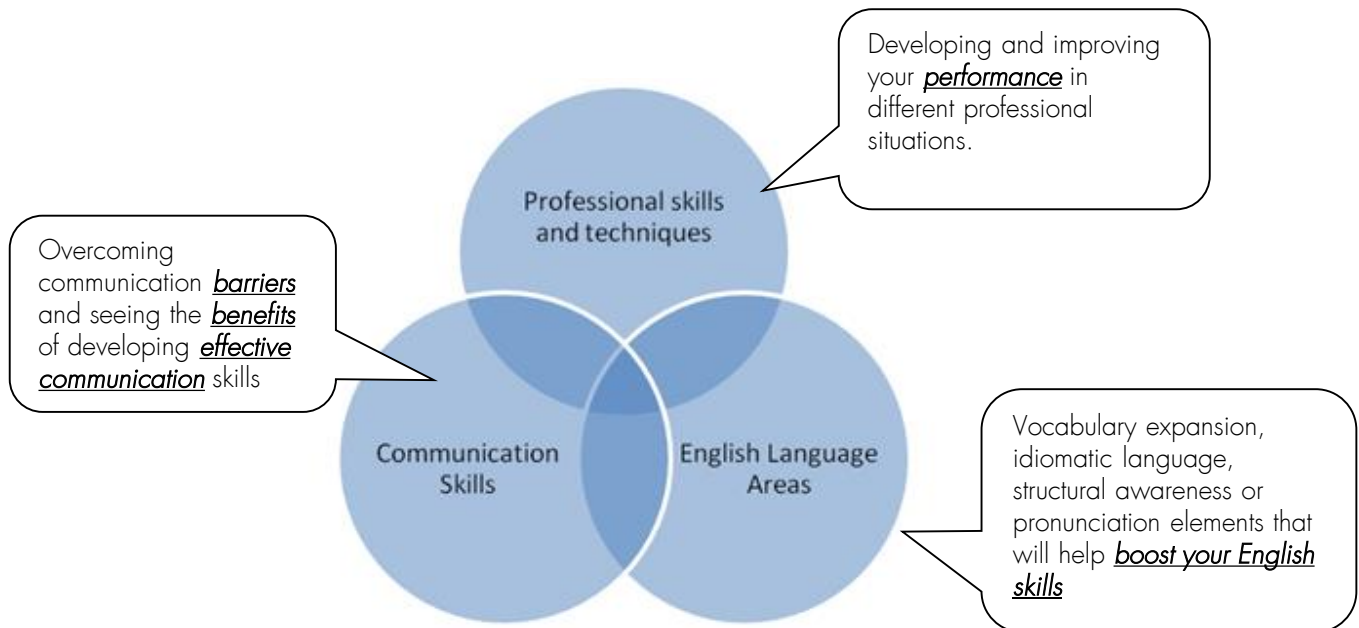
Are you as effective in English as you are in Spanish???

Professionals all over the world are now paying and more and more attention to developing their soft skills such as leadership, team building, time management or presentation skills and, of course underlying all these skills are general communication skills.....the question is, how can you be as effective at these skills in English as you are in Spanish ??

At BLP we have developed an approach that combines the synergies between :

- Powerful communication skills
- Specific professional skills
- English language skills

All our courses include a blend of these skills, to a greater or lesser degree depending on client needs, but this synergy is especially noticeable in our interactive seminars and workshops, which are the perfect complement to your professional skills development and competencies programmes in English



### General objectives:

Throughout this three day seminar the overall objectives are:

- to gradually raise awareness of the different cultural elements that come into play and influence each skill
- to have a better knowledge of how to use diplomatic language
- to learn new vocabulary, (especially phrasal verbs and fixed expressions)
- to practice relevant expressions in the context of each skill.

### Methodology:

Each session has a mixture of focuses that combine

- discussion
- language input
- practical exercises
- interactive activities (in pairs or groups)
- role plays or simulations

### NB:

These sessions are designed to be intensive in order to cover as much ground as possible, so they therefore require concentration, energy and full participation.

There will be pre-course and post course tasks to help assimilate the areas covered.

### Specific objectives

#### Socializing and Networking ...in English

- To be able to identify different types of social situations
- To learn and use vocabulary and suitable expressions for each type of situation
- To practice opening conversations with strangers and maintaining them with confidence
- To come across as interested in and interesting to other people

#### Negotiating ...in English

- To use accurate vocabulary related to negotiations
- To increase the participants' ability to negotiate effectively in English, using the right expressions at the right time during the different stages of negotiations.
- To raise awareness of how and when to use more diplomatic language
- To become aware of different negotiating styles in different cultures

#### Presentations ....in English

- To increase the participants' ability to present in more formal situations
- To raise awareness of typical vocabulary and expressions when presenting in English
- To practice different voice techniques to make your presentations more impacting and effective
- To look at different styles of presenting in different cultures

## SOCIALIZING AND NETWORKING IN ENGLISH

6th of July

We socialize before, after and in-between all the formal meetings, talks and presentations in our professional lives. When we arrive, when we want to introduce ourselves to someone, on the journey, in the lift, in the hotel lobby, at the coffee machine, over lunch or dinner ....but do you always know the right thing to say in each situation?

Networking is an excellent (and cheap) way to find new partners or clients for your business during trade shows, and good networking skills can be applied to any event you attend where there are other people to interact with...in English. Effective networking during trade shows is about building business relationships that can turn into clients, partnerships, collaboration agreements, referrals or recommendations so it's worth investing some time in developing these skills properly.

### 8 Top Tips for socializing in English:

- ✓ Intercultural elements
- ✓ Diplomacy techniques relevant to Social Situations
- ✓ Phrasal verbs when speaking about or interacting in different Social Situations
- ✓ Examples of networking in English
- ✓ Being the perfect host ..... or the perfect guest
- ✓ 10 different social situations you may find yourself in
- ✓ Striking up a conversation
- ✓ Keeping a conversation going

### TIMETABLE

Session times	Social language & Networking
9.00	Arrival, Registration and Welcome
9.05 - 9.15	Introduction, objectives + warmers
9.15 - 10.15	Ongoing threads: Cultural Aspects / Diplomacy / Phrasal Verbs / Collocation
10.15 - 10.45	Coffee
10.45 - 11.45	✓ First impressions
Input 1 11.45 - 12.15	✓ Vocabulary & Expressions for dealing with different Social Situations
Interactive activities	
12.15 - 13.15	✓ Starting & maintaining a conversation.
Input 2 13.15 - 13.45	✓ Networking at Trade Fairs
Interactive activities	
13.45 - 14.45	Role Play
14.45 - 15.00	Wrap up and follow up

## PRESENTATIONS IN ENGLISH

13th of July

We give many different types of presentations for different reasons and to different people in different contexts, but standing up and formally speaking in public is always more challenging than sitting around a table and chatting more informally, and can even be more nerve-wracking if you have to do it....in English.

### 10 Language Tips to help make your Presentations unforgettable..... in English:

- ✓ Intercultural elements
- ✓ Diplomacy techniques relevant to Presentations
- ✓ Phrasal verbs when speaking about or delivering in Presentations
- ✓ Other kinds of vocabulary
- ✓ Language for opening, sequencing and closing your Presentation
- ✓ Presenting Visual information
- ✓ Rhetorical techniques for impactful messages
- ✓ Story telling
- ✓ Voice techniques for effective delivery
- ✓ Dealing with interruptions & questions

### TIMETABLE

Session times	Presentations & Speaking in public
9.00 - 9.15	Introduction, objectives + warmers
9.15 - 10.15	Ongoing threads: Cultural Aspects / Diplomacy / Phrasal Verbs / Collocation
10.15 - 10.45	Coffee
10.45 - 11.45	<ul style="list-style-type: none"> <li>✓ Opening &amp; closing with impact, and structuring your presentation,</li> </ul>
11.45 - 12.15	<ul style="list-style-type: none"> <li>✓ Dealing with interruptions &amp; questions</li> </ul>
Interactive activities	<ul style="list-style-type: none"> <li>✓ Presenting visual information</li> </ul>
12.15 - 13.15	Language Devices x 3:
Input 2	<ul style="list-style-type: none"> <li>✓ Using Rhetoric</li> <li>✓ Story telling</li> </ul>
13.15 - 13.45	<ul style="list-style-type: none"> <li>✓ Delivery – voice techniques</li> </ul>
Interactive activities	
13.45 - 14.45	Role Play
14.45 - 15.00	Wrap up and follow up

## NEGOTIATING IN ENGLISH

14th of July

We negotiate all the time, from when we're very young to fully grown up. There are tips, techniques and tricks to help you negotiate better but there are also typical expressions and vocabulary for each kind of situation and other elements to take into account when you are negotiating....in English!

### 10 Golden Rules to help you Negotiate more effectively and efficiently in English:

- ✓ Intercultural elements
- ✓ Diplomacy techniques relevant to negotiations
- ✓ Phrasal verbs when speaking about or participating in Negotiations
- ✓ Other kinds of vocabulary
- ✓ Language for opening and clarifying positions
- ✓ Expressions for showing understanding, making promises, reassuring and giving guarantees
- ✓ Stating your conditions and looking at possible solutions. Overcoming objections and impasses
- ✓ Accepting or rejecting others' conditions
- ✓ Closure (or breakdown ☹ - we must be realistic) and follow up

### TIMETABLE

Session times	Negotiations
9.00 - 9.15	Introduction, objectives + warmers
9.15 - 10.15	Ongoing threads: Cultural Aspects / Diplomacy / Phrasal Verbs / Collocation
10.15 - 10.45	Coffee
10.45 - 11.45 Input 1	<ul style="list-style-type: none"> <li>✓ Functional Language; different expressions according to the different stages of a negotiation:</li> </ul>
11.45 - 12.15 Interactive activities	<ul style="list-style-type: none"> <li>✓ Dealing with objections and overcoming frequent impasses</li> </ul>
12.15 - 13.15 Input 2	<ul style="list-style-type: none"> <li>✓ Setting limits &amp; Conditions</li> <li>✓ Showing interest</li> <li>✓ Closing the deal – or not!!!</li> </ul>
13.15 - 13.45 Interactive activities	
13.45 - 14.45	Role Play
14.45 - 15.00	Wrap up and follow up



**Karen Thorley**  
Directora / Formadora en Business Language Projects S.L.

Karen comenzó su vida profesional como lingüista, trasladándose rápidamente a la enseñanza y formación en Sevilla, y ahora cuenta con un total de 30 años de experiencia en el sector de la Formación de Inglés Profesional y de los Negocios en Sevilla.

Es co-fundadora y socia de Business Language Projects,S.L., (BLP), empresa fundada en Sevilla en 2000 y especialistas en la formación, desarrollo y entrenamiento de conocimientos y competencias profesionales en inglés.

Karen se dedica mayoritariamente al diseño e impartición de todo tipo de cursos y programas de inglés para profesionales, tanto en abierto como in-company, estándar o a medida. También ha desarrollado más de 100 proyectos de formación in-company, adaptando el diseño a cada empresa, grupo, enfoque o necesidad. Su especialidad es Técnicas y Habilidades Directivas en Inglés.



**María del Pilar Gracia**  
Socia en Business Language Projects S.L.

María del Pilar Gracia tiene más de 20 años de experiencia como profesora, ayudando a profesionales españoles de todos los sectores a aprender y mejorar su inglés. En el año 2000, junto con su compañera Karen Thorley, fundó Business Language Projects S.L., (BLP), una empresa especializada en la formación y desarrollo de inglés para empresas y profesionales.

Previamente a BLP, trabajó varios años en Linguarama, llegando a ser asistente Directora de Estudios del centro en Sevilla. En este papel pudo desarrollarse no sólo en tareas académicas y lingüísticas, sino también participar en labores de gestión. Durante varios años, trabajó también en SAINCO, una empresa del grupo Abengoa. En esta empresa se formó como programadora informática y tuvo oportunidad de colaborar en varios proyectos por Andalucía, obteniendo a su vez una muy valiosa experiencia al trabajar en una empresa de tanto prestigio.

María del Pilar es americana. Obtuvo su grado con honores (outstanding academic performance) a los 21 años en State University of New York at Binghamton, donde estudió filología

# Building better business skills... *in English*

Sevilla, 6, 13 y 14 de julio de 2016

## Informaciones prácticas

- Fecha: Sevilla, 6, 13 y 14 de julio de 2016
- Lugar: Hotel Sevilla Center  
Avda. de la Buhaira, 24
- Horario: De 9:00 h a 15:00 h
- Teléfono: 954 293 668
- Email: [sur@apd.es](mailto:sur@apd.es)
- Web: [www.apd.es](http://www.apd.es)

## Cuota de inscripción a este curso:

- Socios Protectores de APD: 425 € + 21% IVA
- Socios Globales: 595 € + 21% IVA
- No socios: 850 € + 21% IVA

## Derecho de inscripción

- Documentación
- Certificado de asistencia

## Cancelaciones

En caso de no cancelar la inscripción o realizarla con menos de 24 horas deberá abonar el 100% del importe.

**Este Seminario se puede realizar en formato In Company, diseñando y adaptando el programa a las necesidades reales de la empresa que lo solicite**

## Forma de pago

El pago del derecho de inscripción se hará efectivo **antes** de iniciarse el seminario por medio de los siguientes procedimientos:

- Domiciliación bancaria
- Transferencia a favor de APD:

Banco de Santander c/c:

IBAN ES42 0049 1182 3721 1003 3641

A la hora de realizar la transferencia bancaria, por favor indiquen razón social de la empresa y nombre y apellidos de la/s persona/s asistente/s.

## Modo de inscripción

Pasos a seguir para inscribirse a través de [www.apd.es](http://www.apd.es):

- 1 Dirígete a la web [apd www.apd.es](http://www.apd.es)
- 2 Si no estás registrado, pulsa en **Registrarme** e introduce tus datos (parte superior derecha de la página principal)
- 3 Espera a **recibir un email** con tu contraseña
- 4 Una vez registrado o en el caso de que ya lo estés, dirígete a la **actividad** y pincha en **Inscribirme**
- 5 Rellena los campos solicitados y **confirma**
- 6 Recibirás un **e-mail de confirmación** de reserva de plaza