

# International Communications **MASTERCLASS 08**



## Flummoxed in France? Mystified in Mexico? Overseas profits not what they should be?

A central graphic on a dark blue background. It features a grid of various national flags, including the United Kingdom, France, Germany, Switzerland, and others. The flags are partially covered by a white, crinkled paper that is being peeled away from the top and sides, revealing the flags underneath. Several yellow and red ribbons are draped across the scene, adding a celebratory or festive feel.

**Unwrap the secrets to creating a great  
impression overseas at the 2008  
International Communications Masterclass**

**Friday May 16 2008**

Park Inn, 296 Mansfield Road, Nottingham, NG5 2BT

Sponsors...





Great international communication is about understanding your overseas customers and their needs.

Understanding your customers and their needs will enhance your profits.

Our packed programme provides delegates with a wide range of activities and access to experts in the field.

Can you really afford to miss it?

#### Programme:

- 09h30 **Registration**
- 10h00 **Intro and welcome**  
Helen Finch (ITV)
- 10h15 **Case study - The Benoy Story:**  
Chris Stammers
- 10h40 **Case study - AES Seal:**  
Jamie Thums
- 11h05 **Coffee**
- 11h20 **Interactive culture session:**  
Rob Williams
- 12h00 **Masterclass (choose 1 from the following)**
- **Internationalising your Website:**  
Susan Hallam
  - **Devising an Export Marketing Plan:**  
Ceris Burns
  - **International Customer Care:**  
Lesley Batchelor
- 12h45 **Lunch**
- 13h15 **Masterclass (choose 1 from the following)**
- **Internationalising your Website:**  
Susan Hallam
  - **Devising an Export Marketing Plan:**  
Ceris Burns
  - **International Customer Care:**  
Lesley Batchelor
- 14h00 **Language tasters (choose 1 from the following)**
- **Russian:** Anna Velichkina
  - **Japanese:** Kiyoko Naish
  - **Turkish:** Feride Alp
- 14h45 **Plenary – closing remarks**
- 15h00 **Close and Networking**

#### Speakers:

**Helen Finch** is an ITV news reporter and widely travelled journalist, having worked in all corners of the globe

**Chris Stammers** is a Senior Associate Director at Benoy Ltd, an international firm of Architects, Masterplanners, Interior & Graphic Designers with offices in the UK, Hong Kong and Abu Dhabi

**Jamie Thums** is the General Manager of the Derby Facility of AESSEAL plc, a world leader in the design and manufacture of mechanical seals and related products

**Rob Williams** is a cross-cultural consultant with International House in London and Course Director of the MA in International Liaison & Communication at the University of Westminster

**Susan Hallam** is Managing Director of Hallam Communications, a leading provider of internet marketing consultancy and training

**Lesley Batchelor** is Chair of the Institute of Export, the UK's foremost provider of Export education and training programmes

**Ceris Burns** is the Managing Director of Ceris Burns International, a specialist business-to-business international marketing communications and public relations company

**Anna Velichkina** is a consultant with Albion Overseas, a trading and consultancy company which assists companies doing business in Russia

**Kiyoko Naish** is a Director of Qi Concepts Ltd, a company which works extensively with Japanese and UK companies to overcome cultural barriers in business and everyday life

**Feride Alp** is the Marketing Manager for the Middle East Association (MEA); they assist in the promotion of trade and investment between the UK and Middle East countries

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