

Invitation and Programme

HEPA Hungarian Export Promotion Agency in Budapest, Partner of the Interreg HUSK EYES project cordially invites you to its interactive training focusing on global business communication skills – 28th February, 2019

Communication is at the heart of international business. Nowadays, speaking English well is not enough to succeed globally, you have to be able to communicate effectively in everyday business situations. In many cases that can mean communicating in more persuasive, structured and diplomatic ways.

People who are working globally are emailing, facilitating meetings, presenting and negotiating every day. Understanding, practising and improving the situational language and skills in these daily business activities, whilst also being culturally competent will help you achieve global success. Everyone should have a great elevator pitch ready to help sell their service or product. And how do you use your voice and body to add impact when presenting? Can you be both a principled and persuasive negotiator, and how do you prepare and strengthen your BATNA in your global negotiations? Working with different cultures may mean changing your negotiation style, so you need to understand your own frame of reference and have the tools for assessing the other side's.

In this event **John Graham**, from Link Global Business Solutions, will help you improve your global business communication skills.

The following topics will be covered:

- Creating and delivering a great elevator pitch
- Succeeding in global negotiations
- Intercultural skills for communicating and working with different cultures

The expert will also be available for one-on-one consultations after the training.

The trainer will be: Mr. John Graham

Company Name: Link Global Business Solutions Kft.



With more than 20 years experience working in manufacturing, training and consultancy, John has a wealth of experience and expertise helping companies and their people succeed globally. He currently provides business communication and intercultural skills training and consulting, in such areas as meetings, presentations, negotiations and intercultural skills to startups, SMEs and global companies.

Before establishing Link Global Business Solutions in 2012, John spent 6 years in Asia (South Korea and Japan) where he set up and ran a global leadership training unit working for a renowned global education company.

John honed his communication skills in international meetings, presentations and negotiations for 10 years as an engineer with Daewoo Electronics. While projects in and with people from the UK, Ireland, France, Germany, Italy, Japan and South Korea taught him the importance of communicating well to work successfully with people from other countries. He holds a BEng with Honours in Mechanical Engineering, has a TEFL certified Cambridge CELTA (Cambridge Certificate in English Language Teaching to Adults) from International House, Budapest. He is also a COA Practitioner (Cultural Orientations Approach) with TMC (Training Management Corporation) and is an IBCT Certified Associate Trainer.

Project registration number: SKHU/1601/4.1/103

Language of the event: EN

Date: 28 February 2019, 10:00 – 16:30

Venue: Novotel Budapest Danube Hotel (H-1027 Budapest, Bem Rakpart 33-34).

Contact: H6151@accor.com

Participation at the workshop is free of charge but registration is required!

Please note, that the number of participants at the training is limited up to 25 to provide interactivity. Applications will be accepted in order of arrival.

Please indicate your intention to participate by 24 February 2019 at the latest by completing the [online registration form](#) below.

Invitation

Programme website: <http://www.skhu.eu/>

Project website: <http://bvk.hu/eyes/>

Global Business Communication skills workshop EYES – INTERREG draft programme

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9:30-10:00	Registration
10:00-11:30	SESSION I – Creating and delivering a great elevator pitch 1. Elevator pitch introduction - What is an elevator pitch and why do we need one?
	2. Preparing a great elevator pitch - Preparing your objective statement - Creating your elevator pitch mind map - Presentation practice - summarise your elevator pitch mind map
	3. Delivering your pitch with IMPACT - How to use your body when pitching - Essential vocal communication skills - Presentation practice - your elevator pitch
11:30-11:45	Coffee break
11:45-12:45	SESSION II – Succeeding in Global Negotiations 4. Global Negotiations - Planning - Anchor, Objectives, Position, Interests, Options, BATNA
	5. Persuasion - Cialdini's 6 principles of influence
12:45-13:45	Lunch
13:45-14:45	SESSION III - Intercultural skills 6. Fundamental intercultural skills when working with different cultures - Understanding your own frame of reference - Considerations when greeting and meeting foreign partners - Understanding and handling cultural differences
14:45-15:00	Coffee break
15:00-16:00	SESSION IV 7. Cultural considerations – getting to know the other side - Using Hofstede's dimension scores to assess the other side - Collectivism v Individualism - Low Power Distance v High Power Distance
16:00-16:30	Q&A , conclusions

During all sessions, participants will be required and asked to actively take part in the discussions! By the end of the day they will get acquainted with some tools and practices that will help them to design and implement their market entry strategy, tailor-made to the product/company/business idea. All topics will be supported by examples and experience from real companies.

The content of this invitation does not necessarily represent the official position of the European Union.

Further information:

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