

marcus evans linguarama

Language Training for Professionals

Linguarama

Language training for professionals

- Foreign Language Training
- English Language Training
- Courses Abroad
- Cultural Awareness Training

UK ■ FRANCE ■ HOLLAND ■ GERMANY ■ ITALY ■ SPAIN



Linguarama...

...the right partner for your training. **marcus evans linguarama** was founded in 1971 to provide organisations and individuals with effective and efficient job-specific language and cultural awareness training. At all times our goal has been the same – to enable people to operate with efficiency and confidence in an international and foreign language environment.

marcus evans linguarama is the right partner for your training because:

- We have over 30 years' experience of providing needs orientated training
- Our extensive network provides advisory services and training across the UK and worldwide, enabling us to work with our clients internationally
- We specialise in effective training for people who need to learn to communicate in as short a time as possible
- Our courses are designed to meet the specific requirements of the participants
- Progress is monitored to ensure that learning targets are achieved
- Our tutors are highly-trained native speakers who understand the needs of people working in business and the professions
- Each centre is well-resourced for learning and self-study
- Training is supported by specialist reference and skills books developed by **marcus evans linguarama**
- All **marcus evans linguarama** centres are supported by the Group Personnel and Pedagogical Unit
- We support the client's training department by designing relevant programmes, liaising with participants, monitoring the quality of the training, ensuring progress is made and reporting regularly
- Our range of language, professional and management training allows us to provide a unique global solution to the training needs of international companies and organisations

marcus evans linguarama fact file

- Founded in 1971
- 54 offices and training centres in 31 countries
- 3 training centres in UK
- Group Personnel & Pedagogical Unit
- Over 20 languages taught each year
- Participants from over 60 countries
- 2,000 client organisations worldwide
- Over 12,000 course participants each year

Please contact our client services departments at:

- **London**
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E: london@linguarama.com
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The Group Personnel & Pedagogical Unit...

...is dedicated to quality.

marcus evans linguarama is proud of its reputation for high quality training. The Linguarama Group Personnel and Pedagogical Unit (GPP) is dedicated to maintaining these high standards and improving the effectiveness of all Linguarama courses.

Quality Assurance

The GPP carries out regular inspections of all **marcus evans linguarama** centres. All aspects of our service are assessed – course design, teaching teams, pedagogical supervision, quality of teaching materials, technical provision, training environment and management support.

Research and Development

Members of the GPP monitor developments in methodology and research effective training approaches in response to the evolving needs of language learners. The GPP disseminates new initiatives and projects to all **marcus evans linguarama** centres.

In-service Training Programmes – Training the Trainers

The GPP designs and monitors in-service training ensuring our centres provide regular programmes to update and develop our trainers' skills.

Materials for Course Design

The GPP has produced a wide range of material to support the successful design and implementation of **marcus evans linguarama** courses:

- Needs Analysis form
- Test Package
- Language Competence Levels Chart

Publications

Starter Packs Pre-course preparation in French, German, Spanish and Italian.

Business Language Reference Guides Reference books for business people in English, French, German, Spanish and Italian.

Business Skills Series Specific skills in English including Writing Skills, Presentations, Negotiations and Meetings.

Seminar Unit

The GPP seminar unit develops bespoke seminar programmes tailored to a very detailed brief. Courses in areas such as Writing Skills and Negotiations are developed to meet very specific linguistic requirements.

Client Services

To support the Training and Development departments of our clients, **marcus evans linguarama** provides a range of services to ensure that running a language programme is as efficient and straightforward as it can be.

The services include:

- Working in partnership with the client to devise a successful strategy for raising language competence and cultural awareness
- Assessment and advice on skills levels needed for specific jobs and projects

- Single point of contact for consultancy on suitable training for individuals and groups
- Planning and organisation of all aspects of each course
- Liaison with course participants over scheduling of training sessions
- Regular consultation with participants to ensure the relevance of their course
- Regular reporting and feedback, as agreed, on attendance and progress
- Advice on course and self-study materials
- Advice and recommendations for further training, where necessary
- Dedicated web site to provide on-line information



Individual Training

Choose from Business Track Options – Power Track, Fast Track, Dual Track, Development Programme.

Effective Learning

The **marcus evans linguarama** Business Track Programmes are one-to-one courses designed to ensure that your learning is as effective as possible. They can be taken in full weeks, as a series of separate training days or as training sessions to fit around your work schedule.

As the courses are individual, the programmes are designed to meet the training requirements of each participant, taking into account such practical areas as:

- Your current language level
- Your experience of language learning
- How you will be using the language – for meetings or presentations, for social events or just for getting about in the country
- Whether you will be reading reports or taking minutes
- Whether you need specific technical vocabulary in your work

The Training Process

Preparing to Learn

The first steps to effective learning are:

- Detailed training needs analysis
- Diagnostic assessment based on the **marcus evans linguarama** Language Competence Levels
- Individual Course Profile identifying key objectives
- Tailored pre-course task

Active Learning

A **marcus evans linguarama** Business Track Course is carefully planned and taught by a team of experienced trainers and will typically contain:

- Practical and effective communication skills – speaking, listening, reading and writing
- Introduction and application of grammatical structures
- Appropriate professional vocabulary and accurate pronunciation
- Role-play practice in relevant business and social situations
- Integrated Personal Study to develop independent learning skills
- Development of a Personal Learning Plan for continued study

Throughout the course there are regular progress checks and feedback to ensure the programme is on target and meets your individual specifications.

Continuing to Learn

You will finish with a Progress Review to assess what you have accomplished and plan the best way to extend your skills. You will also receive a Post-Course Task to help you consolidate and develop what you have learnt.

Benefits of an Individual Business Track Programme

- Maximises the return on time and money invested in language learning
- Shows tangible progress in communicative competence in a short period of time
- Provides effective personal strategies for language learning
- Enables busy people to make time for quality training when planning their schedules

Course Types

Business Track courses can be taken in full-time weeks or as a series of separate training days to fit in with your work schedule.

Power Track programmes are full-day courses from 09:15 to 17:15 including a working lunch with a trainer. They offer maximum exposure to the target language and are the most productive way to achieve rapid results.

Fast Track is an intensive programme which leaves more time at the end of each day for review and self-study. Course times are from 09:15 to 16:00 including a 45-minute break for lunch.

Dual Track is a half-day programme from 09:15 to 13:15 or 13:15 to 17:15 allowing you the option to supplement classroom tuition with more extensive self-study or to continue working while doing a Business Track course.

Development Programmes are part-time courses timetabled to fit around your changing working schedule. They are taken as a series of training sessions spread over a period of time to take advantage of the time you have available. A typical example would be a module of ten 3-hour sessions taken on a flexible schedule over a three month period. This combines effective progress with maximum flexibility.

Case Study Individual Programme

Requirement:

A research chemist was being posted to Madrid for a three year assignment with a pharmaceutical company. He knew basic Spanish from school but had not used it since then. He needed to communicate successfully with colleagues as soon as he arrived.

Solution:

marcus evans linguarama provided a flexible solution which ensured he met his target. He began with a 10 day Dual Track programme spread over 3 weeks. This re-activated his knowledge and enabled him to combine work and language learning. Before leaving for Madrid he took a two-week Power Track course which boosted his level considerably and introduced the specialised vocabulary he would need to discuss technical matters with colleagues. It also included a one-day Cultural Awareness Programme. Since moving, he has continued training with **marcus evans linguarama** Madrid where he is developing fluency and a more sophisticated knowledge of vocabulary, function and grammar.

Result:

He can now communicate successfully with his colleagues and has demonstrated a commitment to the culture in which he is working. This has generated an enthusiastic response from his staff and enabled him to become effective very quickly.



Group Training

Corporate Group Programmes

marcus evans linguarama has many years' experience of working closely with clients' training departments to provide corporate group programmes tailored to their strategic training objectives. Courses are held on the client's premises or at the **marcus evans linguarama** centre.

Course planning

marcus evans linguarama carries out a Language Audit based on the Linguarama Competence Levels chart. This:

- Assesses current language skills
- Identifies training needs
- Establishes targets for staff in different divisions or sectors

marcus evans linguarama will then design a solution, or series of solutions, to meet your training requirements. Programmes will vary according to the target languages, the current level of the participants, the time available for training and the urgency of the requirement.

Progress monitoring

marcus evans linguarama will monitor the programme and report regularly to the client's training department on progress and attendance. This enables the client to evaluate the success of the training and to decide how to continue most effectively to achieve the agreed objectives.

Case Study

Requirement:

A major bank in the City needed to create a more international culture amongst its staff and to prepare more people for their international career development.

Solution:

marcus evans linguarama carried out a Training Needs Analysis – assessing current language levels and establishing appropriate targets. It became clear that there were different levels of need in the company. **marcus evans linguarama** responded with a flexible training plan providing a variety of training formats:

- For more urgent needs a series of intensive days taken over a

two month period

- For medium-term requirements a course of 2 half-days a week to prepare for transfers abroad
- For others a large group programme with 120 people learning 8 languages at 3 different levels
- The training sessions were scheduled to fit around the company's working day
- For those relocating abroad we also provided one-day seminars to increase Cultural Awareness

Result:

A flexible solution responding to the current and future needs in the company and generating a high level of staff motivation.

Specialist Group Programmes

■ "Survival" language programme

Two intensive days for complete beginners providing an introduction to basic sounds, structures and phrases. This is popular with delegates needing an introduction to the fundamentals of a language for travel, social interaction and their international business.

Case Study

Requirement:

The UK subsidiary of a German multinational decided to offer their employees an introduction to basic German to greet visitors and exchange simple information.

Solution:

marcus evans linguarama ran a series of practical two-day seminars enabling participants to take part in basic conversation. A second series of seminars is now being planned.

■ Language for receptionists and secretaries

Training for "back office" staff and receptionists needing to communicate with international contacts, handle administrative tasks and greet visitors.

Case Study

Requirement:

Senior secretarial staff of a UK firm acquired by a European group needed to learn French rapidly to work with their French colleagues and clients.

Solution:

A series of intensive courses over 3 weeks in groups of 3-5 participants. They were able to support their managers (also now learning with **marcus evans linguarama**) by building rapport and accelerating the exchange of information with their new colleagues.

■ A complete solution for international organisations

marcus evans linguarama provides international organisations with a wide range of language services to assist with the selection, development and deployment of their professional staff.

Case Study

Requirement:

As a leading law firm has grown worldwide, it has needed staff who can communicate more effectively with international clients and colleagues.

Solution:

They use **marcus evans linguarama** to: audit the language competence of new trainees; provide intensive language and

cultural awareness courses for trainees and solicitors being seconded abroad; run long-term programmes for partners involved in business development; provide specialist seminars in legal writing and drafting skills in English for their international offices. The firm now has a consistent language policy across all their international offices and uses a common standard for all staff recruitment and assessment.

Cultural Awareness Seminars

Increasingly organisations are creating international teams to work in global markets. **marcus evans linguarama** helps them to develop effective strategies to maximise the benefits of working together internationally and to minimise misunderstanding and conflict.

marcus evans linguarama programmes raise awareness of the practical effects of similarities and differences in culture such as:

- What do people expect from business meetings?
- How do people prepare for and handle negotiations and presentations?
- How are decisions made and disseminated?
- What are the possible areas for misunderstanding?

These are examples of crucial issues when doing business in other cultures or creating multi-national teams and expecting them to work successfully together.

marcus evans linguarama has provided Cultural Awareness Courses and Briefings for numerous clients including accountancy firms, law firms and multinationals. We can provide the training at any location in the UK or worldwide. We have skilled trainers with expertise in working with a wide range of different countries and cultures.

Our main programmes are:

- Working Internationally for those working directly or virtually with several cultures
- Specific Cultures eg. working with the British, the Japanese, the Germans etc.
- Building International Teams – helping multi-national teams to work successfully together
- Managing Cultural Diversity – following mergers and acquisitions
- Successful Staff Relocation

Case Study

Requirement:

Following a high profile merger, an international financial company wanted to integrate its staff across the UK, France, Belgium and the Netherlands.

Solution:

marcus evans linguarama prepared a programme that was delivered over a three-month period in London, Paris, Brussels and Amsterdam in both French and English. The first stage focused on appreciating the similarities and differences in the ways that they and their colleagues thought, behaved and approached everyday business activities. The second part enabled them to consider the practical implications of working in multi-national teams.

Result:

The programme raised awareness of the issues and created a positive atmosphere in which the cultural aspects of working together have become an accepted part of office discussion and debate. This training has helped the merger to be as harmonious and successful as possible.

Courses Abroad

With an integrated network of centres in 6 countries, **marcus evans linguarama** is able to offer a comprehensive programme of courses, beginning in the UK and continuing with the same teaching approach in the country where the language is spoken. Participants usually take a Power Track programme so that they make the most of the time spent away from the office. They benefit from 24-hour exposure to the new language and culture resulting in rapid and lasting progress.

Possibilities include:

- French in Paris and Lyons
- Spanish in Madrid and Barcelona
- Italian in Milan, Turin and Rome
- German in Berlin, Cologne, Dusseldorf, Frankfurt, Hamburg, Leipzig, Munich and Stuttgart
- Dutch in The Hague, Soesterberg and Amsterdam

Case Study

Requirement:

An international insurance company asked **marcus evans linguarama** to put forward ideas for developing the language skills of senior managers in the European Division as part of their Management Development strategy.

Solution:

marcus evans linguarama conducted language assessments and needs analyses of the potential participants and, as a result, recommended a series of intensive programmes in the target countries. These consisted of a one-week Power Track programme in France, Spain, Germany or Italy followed by weekly Development Programmes at their offices on their return.

Result:

The European Division is benefiting greatly from the managers' ability to communicate in two or three European languages. This helps them develop strong working relationships with their continental colleagues and negotiate successfully with clients.



English in England

Business and professional people from all over the world participate in **marcus evans linguarama's** English in England programmes. We provide a special range of courses designed to ensure that participants make the most of the time they spend in the UK. We offer a social programme in the evening to help develop English in a more relaxed social setting. We also organise a range of options for accommodation including British host families, hotels, apartments and our own residential executive centre – Cheney Court.

Cheney Court

Cheney Court, a large 17th century English manor house near Bath, is the **marcus evans linguarama** residential centre. It offers the highest standard of excellence in residential language training. An individual training programme at Cheney Court offers the most powerful method of learning English yet devised.

Individual training

Intensive individual Business Track Programmes, tailored to the needs of the participant, are available in London and Stratford-upon-Avon.

Group training

Executive Group Programmes are small group programmes of Business English in multi-national groups. Combination programmes offer an effective mix of group and individual tuition. Available in Stratford-upon-Avon and London.

Specialist Group Programmes

We also offer specialist programmes in English for:

- Marketing
- Human Resources
- Lawyers
- Secretaries
- Presentations
- Meetings and Negotiations
- Writing Skills

Linguarama Direct

Linguarama Direct is our interactive web-based English language learning material. Linguarama Direct is an option to continue learning after your English in England course. Combined with a series of follow-up telephone lessons, it provides an excellent opportunity to develop your language skills even after your course has finished.

You can use Linguarama Direct to:

- Study the meaning, form and use of essential English grammar
- Practise listening skills
- Widen vocabulary
- Practise reading skills
- Test your progress regularly
- Activate your English language use outside the classroom



Consultancy Services

marcus evans linguarama provides consultancy services to advise and support Human Resources and Training & Development departments in the recruitment, selection, career development and deployment of their international staff.

These specialist services include:

- Designing specific diagnostic assessment tests (online, written, by telephone or face-to-face)
- Conducting language skills audits within the UK and worldwide
- Advising on training strategies to benefit the organisation's international growth

Typical cases include diagnostic testing of:

- Prospective employees
- Graduate trainees
- Candidates for management development
- Candidates for international assignments into or out of the UK

Preparation for...

...external examinations. **marcus evans linguarama** prepares participants for appropriate external language examinations eg. BULATS, IELTS, TOEIC, Cambridge BEC and for entry to professional skills and academic courses including MBA courses overseas such as INSEAD and HEC.

National and International

In addition to its own dedicated training centres in major European cities, **marcus evans linguarama** deploys its assessors and trainers across and beyond the UK to meet specific local and international needs. Recent examples include:

- English language audits in South America and Asia for leading accountancy firms
- Writing Skills seminars in the Middle East for a major professional firm
- Courses in German, French, Arabic, Mandarin, Portuguese and Spanish on clients' premises at locations across the UK

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