

 **englishcommunications** sa

TRAINING

**We want to
help you be seen
& be heard.**



Our expertise in English-language communications and training is based on over 25 years' international, multi-sectoral experience.

We provide specialist communication services developed specifically to help organizations and individuals get their message across in the most effective way.

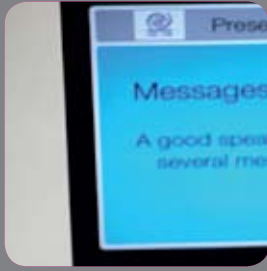
Our training service offers a range of structured training workshops. If you are looking to improve your presentations skills, your general communication techniques, how your team works together, or your relations with the media, then we will have a solution for you.

BE SEEN BE HEARD



Led by English Communications' Managing Director, Paul English, you will be in the best of hands. With 28 years' experience in the fields of communication, education, consulting, management, broadcasting, marketing, multimedia production, entertainment, journalism, scriptwriting, coaching and training, Paul's unique expertise guarantees results.

Paul and his team offer structured and bespoke courses crafted especially to suit your needs or those of your business. Don't hesitate to contact our training service for more details.



OUR COURSES

At English Communications, we pride ourselves on providing specialist training in all aspects of communication, such as:

- ☉ Professional Business Presentations
- ☉ Effective Communication
- ☉ Media Relations
- ☉ Voice Development
- ☉ Accent Smoothing
- ☉ Team Building
- ☉ Call Centre/Telephone Receptionist Training
- ☉ Improvisation/Storytelling (aimed at schools)
- ☉ Communication and Institutional Change
- ☉ Communication and Project Management

Perhaps you have a specific area that you'd like to address that isn't listed here? We'll be very happy to hear from you to discuss your needs.

For further information on our courses visit our website, www.englishcommunications.com or contact us directly.

PROFESSIONAL BUSINESS PRESENTATIONS

If you have to make business presentations, pitch a new idea, try to win a sale or speak in front of a large or even small group, this workshop is for you.

ABOUT THE COURSE

This two-day interactive and experience-based workshop is ideal for professional people who need to get their message across persuasively. It is also ideal for experienced presenters who want to fine-tune their style or hone their approach and get away from being trapped by PowerPoint.

WHO IS IT FOR?

For individuals or groups of up to six people from the same company.

We do not mix groups because of the confidential nature of many of the presentations done by participants and the need to build peer support within a company or team.

THIS COURSE WILL DIRECTLY HELP YOU TO:

- prepare and deliver effective, persuasive presentations
- develop self-esteem and confidence
- learn to use your voice to maximum effect
- use your body language effectively
- better understand the needs and interests of individuals
- speak clearly and communicate more effectively
- use audio-visual tools, props and space wisely
- handle questions confidently
- overcome common pitfalls and mistakes (including "death by PowerPoint")
- adapt your style to different audiences and situations
- use pauses and pace for effect
- handle impromptu or "last minute" situations
- see yourself as others see you
- enjoy yourself and relax when in front of others



“SPEAK UP” VOICE DEVELOPMENT

ABOUT THE COURSE

This workshop will help develop your “real voice”. “Speak up” begins with an individual assessment of your particular needs so that the exercises can be tailored accordingly.

Interactive sessions are a vital part of the workshop as they allow you to see, as well as hear, how you speak. You’ll have fun playing a variety of roles such as a television newsreader, radio broadcaster, voice-over artist or campfire storyteller. Sessions will be filmed and sound-recorded.

This is a two-day, non-residential workshop, which can be spread over several weeks. It is run in English or French at the Lumen Center. It can be adapted for individuals or for groups of up to six people.

WHO IS IT FOR?

This workshop is for anyone who wants to develop voice skills or speak with more confidence and assertiveness. This includes those who need to speak in front of small groups, such as at meetings, or in front of staff.

HOW WILL THIS COURSE HELP YOU?

Combining sound theoretical background, interesting, interactive exercises and constructive evaluations, this workshop will equip you with the skills and confidence needed to:

- 🎧 speak in a way that can be clearly heard
- 🎧 make the content of your speech clear, and communicate more effectively
- 🎧 develop self-esteem and confidence
- 🎧 use your voice to maximum effect
- 🎧 better understand the needs and interests of individuals
- 🎧 use your body language effectively
- 🎧 overcome/avoid common pitfalls and mistakes
- 🎧 vary your style to suit different audiences and situations
- 🎧 use pauses and pace for effect
- 🎧 handle impromptu or “last minute” situations
- 🎧 see yourself as others see you
- 🎧 enjoy yourself and relax while speaking in front of others

This workshop is also ideal for those who later want to participate in the Professional Business Presentations workshop to help develop business presentation skills.



MEDIA RELATIONS

ABOUT THE COURSE

Ill-timed or inappropriate comments to the media can cause irreparable damage to an organization's reputation and image. A well-trained media spokesperson is an indispensable asset for any business or organization.

This workshop has been designed specifically to enhance your understanding and mastery of the skills required when working with the media. Run in our professional sound and film studios, our Media Relations courses are tailor-made to suit your particular needs, with the emphasis on practical sessions that simulate real-life scenarios and a variety of interview situations.

The length of the course ranges from a one-day executive training session to more an intensive four-day workshop. It can be run for individuals or for groups of up to six people.

WHO IS IT FOR?

This workshop is for senior managers, directors, press officers or anyone who needs to speak with the media. The course will suit Swiss and international corporations, United Nations agencies and non-governmental organizations.

HOW WILL THIS COURSE HELP YOU?

Set in a simulated studio environment, this intensive workshop re-creates realistic situations to help prepare participants fully for dealing effectively with the media. The course covers the following aspects of media relations:

- understanding the media – print, web, radio and television
- “behind the scenes” – an inside look at the editing process for both audio and film
- getting to know your “friendly journalist” – what’s on and what’s off the record
- defining the message and how to communicate it in an interesting, concise “bite-size” manner
- how to get out of a tight spot – how to respond under pressure
- how to control an interview
- voice and message delivery – pitch, tone, pace, pauses, breath control and overcoming nerves
- body language, gesticulation and eye contact
- radio and television interviews (simulation exercises)
- dealing with crisis situations (simulated ad hoc media interviews)



TEAM BUILDING*: "GIVE YOUR TEAM SOME MUSCLE"

ABOUT THE COURSE

If you and your staff are looking for a stimulating, fun and original way to build stronger team spirit, motivation and effectiveness, then this is the solution.

The "Give your team some muscle" workshop uses Caterpillar tractors for the main team exercises. The context of the exercises is flexible and can be tailored to the needs of each organization to heighten the impact. The overriding element, however, is that, although team members must work together to achieve set aims, each individual operates a tractor on his or her own – regardless of size, gender or physical prowess.

HOW WILL THIS COURSE HELP YOU?

Combining sound theoretical background with practical exercises, the "Give your team some muscle" workshop aims to do the following for your staff:

- increase awareness of how teams work
- help break down communication and interpersonal barriers
- create awareness of the needs and interests of individuals
- reinforce the importance of effective communication
- develop individuals' self-esteem and confidence
- stimulate and develop problem-solving skills
- motivate the team
- teach the team to apply certain types of behaviour to collective work-related tasks
- increase team effectiveness and spirit
- offer them a unique, motivational experience
- put smiles on their faces that will last for weeks – if not longer!

**Other team-building courses are available and limited only by the imagination and creativity of Paul and his team.*



EFFECTIVE COMMUNICATION

ABOUT THE COURSE

Perhaps you want to improve your communication skills at work or have more of an impact on your audience? Maybe you want to speak with more confidence and learn to listen carefully to strengthen the rapport with your colleagues or clients? Whatever the area in which you would like to improve, this workshop is designed to enhance your professional communication skills.

This is a one-day, non-residential workshop run in English or French at our training facility. It is designed to provide general information on how to improve communication and presentation skills and is ideal for personal assistants, junior managers and anyone dealing with staff, customers and the public. It can be run for individuals or for groups of up to 10 people.

The Effective Communication course is designed to be as interactive as possible with participants taking part in the learning process rather than simply listening to a lot of theory.

HOW WILL THIS COURSE HELP YOU?

This workshop covers essential communication and presentation skills. Run in a relaxed and professional atmosphere, it is an interactive course that will give you confidence in your ability to communicate effectively.

THE WORKSHOP COMPRISES THE FOLLOWING MODULES:

€ Module 1: Communication

The nature and levels of communication; sending and receiving (recognizing feedback); the message

€ Module 2: Presenting yourself

Vocal and verbal (diction, tone & pace); non-verbal communication – dress, manners and deportment

€ Module 3: Presenting information

Preparation and planning; delivery; movement

€ Module 4: Dealing with customers and the public

On the phone; writing (letters and e-mails); the nature of service



CALL CENTRE/ TELEPHONE RECEPTIONIST TRAINING

ABOUT THE COURSE

Often, the first contact a potential customer has with your company is via the telephone, and lasting impressions can be made at this stage. This bespoke course is designed to help anyone who uses the telephone principally for business communication. It concentrates on all aspects of telephone communication, from adopting a service approach to using the voice for maximum effect and keeping the person on the line interested, calm and engaged.

The course is run in specifically designed studios that simulate call centre or office environments and where the communicating parties are sound-recorded to aid the learning process.



WHO IS IT FOR?

Ideal for help centres, telemarketing and general receptionists and secretaries, this course in English and French is a must for helping your business project a positive, service-orientated image.

HOW WILL THIS COURSE HELP YOU?

During this course you will learn to:

- speak in a way that can be clearly heard
- use your voice to maximum effect
- adopt a service approach
- deal with angry or difficult clients
- speak persuasively
- keep people engaged (tips and tricks for success)
- better understand the psychology of the communication process

STORYTELLING AND IMPROVISATION

ABOUT THE COURSE

Designed to help teenage children develop their confidence, improve their ability to think on their feet and fine-tune their voice skills, this workshop can provide an invaluable experience for your child or student. Run by Anne Wilde, a professional actress and voice artist, the course combines fun exercises with a structured approach to bring out the creativity, movement and voice within the child.

Run in small groups, the course covers a range of exercises to develop self-awareness and self-confidence then moves through storytelling using scripts and on to improvisation. The course normally comprises a series of two-hour sessions spread over several weeks depending on the age and needs of the group. The course can be run at the school or in our studio complete with its own theatre stage, lights, cameras and sound-recording facilities.

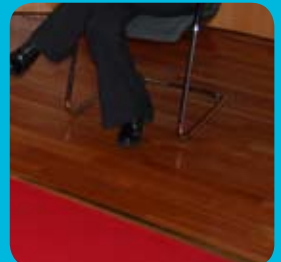
WHO IS IT FOR?

This course is for schoolchildren between the ages of 12 and 16 who want to develop more confidence, refine their movements to help eliminate awkwardness, develop acting and storytelling skills, and generally be more at ease when in front of others. It is also ideal for children who like to have fun and may be thinking about a career involving acting, sales, presentations or broadcasting.

HOW WILL THIS COURSE HELP YOU?

During this course you will learn to:

- develop self-esteem and confidence
- improve your voice and delivery – pitch, tone, pace, pauses, breath control and overcoming nerves
- speak in a way that can be clearly heard
- use your voice to maximum effect
- be aware of and use body language effectively
- use gestures, pauses and pace for effect
- enjoy yourself and relax when speaking in front of others
- develop skills in characterization and basic acting



MEET THE TRAINERS

Providing specialist training in all aspects of communications

PAUL ENGLISH is originally from Sydney, Australia, where he qualified and worked as a teacher, career adviser, coach, and training consultant.



He has also worked as a professional singer in Australia and overseas. Paul moved to Switzerland in 1991 where he retrained as a radio journalist and worked as an on-air presenter for Swiss Radio International and Geneva's WRG-FM, which he helped to establish. Later, he was the WRG-FM station manager before moving to the International Committee of the Red Cross as a senior manager heading the Production, Marketing and Distribution Division for more than five years.

Active in the fields of communication and audio-visual production for many years, he now combines all of his in-depth knowledge and considerable experience in education, management and communication to offer new and exciting communication courses through his company, English Communications SA.

ANNE WILDE is a professional actress and voice-over artist with more than a decade's experience. Anne can be seen and heard around the world on television and radio, in films, CD-ROM games and corporate videos, and many other places. She has even worked as a stand-up comic.



Anne has teamed up with Paul English to offer a range of fun workshops in improvisation, storytelling and characterization. These workshops are designed mainly for school-age children and are great for helping them develop public-speaking skills, self-esteem and confidence. They are also the perfect introduction to acting, or simply to being at ease in front of people. Anne also works with adults as part of other courses and is known for bringing a sense of fun to any group.



OUR CLIENTS

At English Communications, we've enjoyed working with some of the best companies in both the private and public sectors. From the world of the non-profit organization right through to that of luxury goods and banks, English Communications guarantees that all its clients receive fully personalized services especially adapted to their particular needs.

"Paul's insight and commitment to excellence in delivering communications products and training is outstanding. I can wholeheartedly recommend English Communications to organizations and businesses who want value for money when it comes to professional communication services."

Thomas Schultz-Jagow, Director of Communications, WWF International, Gland

"Skilled, experienced and professional trainer. Very valuable training."

Dr G. Hechmati, Eli Lilly Suisse

"This two-day course meant a great leap for me... Paul did everything to make me feel confident and explore the possibilities in my voice and expression... and how to overcome natural shyness."

S. Liebherr, Director, Youth Developmental Fund of Bhutan

"Highly worthwhile course that looks at both the substantive and technical facets of making an effective presentation."

Scott Busby, Director, Intergovernmental Consultations on Migration, Asylum and Refugees

"Paul's expertise helped me to become more assertive. Thanks to his patient and professional advice, I attained my objectives."

Jean-Marc Maillard, Honorary Consul for Morocco and former Vice President of Bank Julius Baer & Co, Lausanne



OUR SPECIALIST TRAINING FACILITIES

While workshops can be held at your organization, we feel that getting away from the work environment is more stimulating and less intimidating. In addition, our facilities are set up for discreet, professional sound- and video-recording purposes. We can be found in The Lumen Center in Crissier, only 30 minutes from Geneva.

Well known in the local region since 1947 as a cinema (Cinema Lumen), the building has been renovated and equipped to accommodate English Communications training workshops.

The workshops are generally filmed and sound-recorded so that essential feedback can be given. All participants are provided with copies of these video and audio sessions. Our professional post-production video and audio studios not only provide high-quality recording and playback facilities for all the workshops, they also offer the multiple set-ups required for some of the company's more specialized courses, such as Media Relations, Voice Development "Speak up" and Call Centre/ Telephone Receptionist Training.

Our main salon with its "belle époque" wooden bar and original cinema murals plays host to our morning and afternoon refreshments, as well as group lunches.

We are waiting to hear from you, so please do get in touch for an obligation-free chat about how we can help.

