

LANGUAGES & BUSINESS

8th Conference on Languages & International Business Communication

June 15 – 17, 2009 • Lindner Congress Hotel Düsseldorf

Press information, April 21, 2009

Languages & Business 2009: Successful Training via Innovative Types of Learning

The 8th Conference on Languages & International Business Communication will bring home to participants how multilingualism can be put into practice in both companies and training facilities. This year's edition of the annual meeting for education and training professionals takes place in Düsseldorf from June 15th – 17th.

The focal points of the event are intercultural training and management, as well as imparting technically oriented language to practitioners of particular professions. Innovative teaching tools like video applications and Web 2.0-based instruments in foreign-language and intercultural training feature on the agenda.

At the Languages & Business opening event on June 16th, keynote speakers Dr Stephen Holmes and Mark Powell will turn their attention to multilingualism and intercultural competence from the trainer's perspective. Holmes, a renowned coach for intercultural communication will scrutinize training stereotypes and emphasise the uniqueness of each intercultural communication situation. Mark Powell has earned worldwide recognition as a Business English and Communications trainer and has worked with numerous international institutions.

The effects of the current financial and economic crisis on the education and training sector will be examined in a podium discussion entitled "Efficiency Despite Cost Pressures: How Can Companies Train Successfully in Times of Economic Crisis?" The session is dedicated to a discussion of approaches and potential solutions.

Languages & Business is a venue for German and international HR professionals, trainers and coaches from companies and institutions to exchange experiences. At the concurrent trade exhibition, language-training providers and publishers will present their services and products.

Further information can be found at www.sprachen-beruf.com

The conference fee is € 400.

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June 15 - 17

Lindner Congress Hotel Duesseldorf, Germany

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