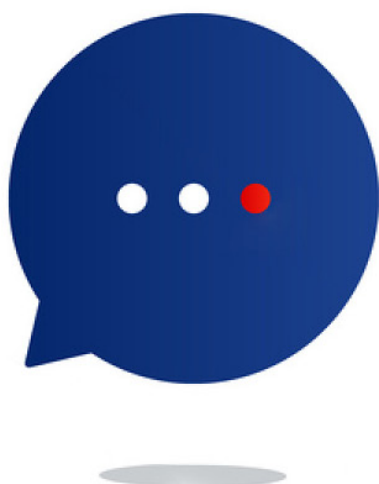


# Communicating Effectively With American Partners

How to become familiar with American business culture and improve collaborations with American partners?

24 September 2019 - Paris



**110 € Early Bird discount**  
for enrolment by **27th August 2019**

*Course Language: English*

Paris

France

Tuesday, 24 September 2019

09:00-17:00

*A portion of the proceeds from this course  
are donated to the **Vase of Flowers** project*



For additional information:

+39 (0)35.515684



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# Communicating Effectively With American Partners

24 September 2019 - Paris



## Introduction

As a life science company, you frequently need to work with Americans.

Whether your company is expanding its activities beyond the Atlantic, dealing with the US FDA or other American partners, or welcoming American colleagues, you will be faced with the challenge of communicating with people whose culture is more different than you think.

Beyond language, if they want to be successful, your staff will need to develop an Anglo-Saxon mindset. They will have to be aware of the major cultural differences between them and their American counterparts and how to adjust to them. They will need to know how to behave, lead meetings, and even manage American teams. Although it seems easy to work with American partners, they have a unique attitude when doing business.

Companies whose staff is not aware of these intercultural issues may not only miss business opportunities but also create long-lasting misunderstandings.

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## Who should attend?

Anyone in the company who needs to communicate with an American partner: from assistants who need to use the correct tone in emails to managers and executives who want to build good relationships with new collaborators.

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## Programme

### Morning

- Introduction to the field of intercultural communication and to the issues at stake (lecture & exercises)
- The main characteristics of your own culture, work values and attitudes (exercises)
- What you need to know about your American partners (lecture & exercises)

### Afternoon

- Discovery of the barriers to intercultural communication with Americans and how to eradicate nonverbal miscommunication (lecture & analyze of contextual narratives)
- How to concretely communicate with American partners both face-to-face and using technologies (exercises)
- How to manage an American staff (analysis of contextual narratives)

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Course Language: English



## Agenda

9:00 - 9:30	☑	Participants registration
9:30	🚩	Course commences
11:00 - 11:15	☕	Coffee Break
13:00	🍴	Lunch
15:45 - 16:00	☕	Coffee Break
17:00	🗣️	Q&A and conclusion

## Type of Training

This is an interactive workshop based on a combination of short lectures, discussions, and individual and group study cases adapted to the specific needs of the group.

## Lecturer's Bio



**Sophie Le Cam-Leventhal** is a specialist in international and intercultural communication. She has a Ph.D. in American studies and a Master's Degree in communication from La Sorbonne. She has been working with American organizations on both sides of the Atlantic for more than 20 years. She also worked for the Japanese communication group Fujisankei. She currently teaches and consults in intercultural communication and American culture.

## At the end of the training, you will be able to:

- ✓ Adapt to the values and customs of your American partners
- ✓ Apply your new knowledge to communicate in different situations, such as phone conversation, email, meetings, presentations and negotiations
- ✓ Manage in an environment dominated by American business culture

# Communicating Effectively With American Partners



24 September 2019 - Paris

TO REGISTER FOR THE COURSE YOU CAN FILL IN AND SEND **THE REGISTRATION FORM**

OR DIRECTLY **REGISTER ONLINE:** <https://communicatingeffectively-fr-2019.lsademyevents.it/orders/new>

## REGISTRATION FEES:

- Early bird: **€ 850,00 \*** until 27/08/2019
- Ordinary: **€ 960,00\***
- Freelance – Academy – Public Administration: **€ 460,00\***

**\*For Italian companies: + 22% VAT**

The fee includes: tuition, teaching materials, lunches and coffee breaks, organizational office assistance, attendance certificate.

## Methods of payment

The full amount must be paid on registration to EasyB s.r.l. by bank transfer or by credit card. If paying by bank transfer please attach proof of payment to the registration form. Bank transfer payable to:

### EasyB S.r.l.

Via Roma, 20 - 24022 Alzano Lombardo (BG)

P. IVA **03633040161**

Banco BPM - Filiale di Carobbio Degli Angeli

IBAN: **IT81 F 05034 53960 000000003450**

SWIFT CODE: **BAPPIT21AY5**

## For additional information:

	Secretarial office	<b>Phone</b>	<b>Fax</b>	<b>Mail</b>
	LS Academy	+39 (0)35.515684	+39 035.4501262	training@LSacademy.com

Please fill in and send: **(+39) 035.4501262** | **training@LSacademy.com** or register online.

**Surname** \_\_\_\_\_ **Name** \_\_\_\_\_

**Company** \_\_\_\_\_ **Job title** \_\_\_\_\_

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**City** \_\_\_\_\_ **Post code** \_\_\_\_\_

**Tel.** \_\_\_\_\_ **Fax.** \_\_\_\_\_

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## Invoicing details

**Company name** \_\_\_\_\_

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**City** \_\_\_\_\_

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## Terms & conditions

**Terms of payment** The registration fee must be paid at the time of registration. Confirmation of course admission will be given on receipt of payment. EasyB reserves the right to refuse late registrations or additional registrations above the maximum accepted number of participants.

**Cancellation** Please note that refunds (70% refund of the registration fee) will only be given if cancellation is received at least one week before the course date. Cancellations will only be valid if made in writing. Transfer of registrations (or name changes) are allowed and should be made in writing within 7 days prior to the event. EasyB reserves the right to postpone or cancel an event, to change the location of an event or to alter the advertised speakers for an event. EasyB is not responsible for any loss or damage as a result of substitution, alteration, postponement or cancellation of an event due to causes beyond its control including without limitation, acts of God, natural disasters, sabotage, accident, trade of industrial disputes, terrorism, or hostilities. LS Academy reserves the right not to accept registrations not compatible with the event's target audience.

**The course will proceed with a minimum of 8 participants. Should this number not be reached the registered participants will be notified one week prior to the commencement of the course.**

In accordance with the Regulation (EU) 2016/679 of the European Parliament and of the Council of 27 April 2016, we inform you that EasyB S.r.l. (with headquarter in Via Roma 20, Alzano Lombardo, Bergamo, Italy, VAT number IT03633040161) will use your personal data voluntarily provided by you only with the consent and in compliance with the principles dictated by the European Regulations on the protection of personal data for sending newsletters, for marketing purposes (sending advertising material, market research and commercial communication) and for communication purposes to third parties (lecturers), also for marketing goals. You can read the complete information, including your rights and the procedures for the exercise of the same, [following this link](#).

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Date \_\_\_\_\_

Signature \_\_\_\_\_

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