

# English with Confidence

Professional English Courses  
and English for Lawyers Courses

at The Cambridge Academy of English

2011



**BUSINESS  
ENGLISHUK**  
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# English with Confidence

## English with Confidence is ...

### Flexible

- You can start any Monday
- You can study for 1 week or more
- You can study in a small group
- You can study both in a group and individually

### Effective

Since 1994, English with Confidence has attracted business people and professionals from a wide range of companies and countries. It includes within its client list such prestigious names as:

### Professional

- All participants are at least 25 years old  
The typical age range is 30-50
- A training centre dedicated only to professional English
- Qualified trainers with varied professional backgrounds

### Intensive

- Small groups (maximum 6)
- Minimum 25 hours per week
- Unlimited opportunity for additional private study

## Client List

DENTSU	MERCEDES-BENZ
SIEMENS	UNILEVER
THYSSEN	DEUTSCHE BANK
MANNESMANN	WINTERSHALL
TELECOM ITALIA	PHILIPS
SCHALTBAU	ERIKSSON
DANONE	SKODA
MICROSOFT	DUBAI ISLAMIC BANK
KODAK	CHANEL
KPMG	SAMSUNG
GRUNDIG	NOKIA
LEICA	BARILLA
PORSCHE	GILLETTE
ALITALIA	BASF
SNCF	VILLEROY & BOCH
BENCKISER	MICHELIN
DANFOSS	KUWAIT PETROL
NESTLE	MERITA BANK
HOECHST	GIKEN
PRICE WATERHOUSE	VODAFONE
SHELL	and many more . . .





## English with Confidence

“It is estimated that 20% of all business opportunities in this country are lost through one or other party not having sufficient English”

A leading Belgian trade magazine

### Your Problem

Your company is breaking into important foreign markets. Your employer has developed a new English-language-only policy. Your change of job means more international travel. Suddenly, effective English skills are not a wish, they are a must... but you have very little time.

### Our Solution

An effective course of professional English which ... you can follow for as little as one week... you can start on any Monday ... practises again and again the skills you need in English ... allows you to practise your skills with professional people from other countries and cultures ... is taught by qualified trainers who understand the professional world.

We call it ...

# English with Confidence



## English with Confidence

### Key Skills

- asking complicated questions
- responding to humour
- interrupting politely
- taking questions
- handling fast-moving phone-calls
- closing a meeting
- negotiating a good price
- disagreeing politely





## English with Confidence

### What kind of English will you really learn with us?

Think about your work. It probably involves a lot of complicated technical terms: perhaps the names of machine parts, or financial products, or industrial processes, or computer systems. But are these terms very difficult to reproduce in English? With a good technical dictionary, and a little help with pronunciation, the answer is probably 'no'.

But what about the **key skills** you need for everyday survival in the international world of work?

**What about** // asking complicated questions // moving from one subject to another // **interrupting politely** // disagreeing politely // refusing politely // asking everybody in a busy room to listen // apologizing for a mistake // expressing support for an opinion // taking questions // **responding to humour** // closing a meeting // linking different points in a presentation // asking people to repeat themselves // introducing strangers to one another // expressing an interest in someone else's opinion // **handling fast-moving phone-calls** // challenging a statement // complaining about a poor service // congratulating an employee // criticising a colleague // negotiating a good price ...

In fact **over 90%** of the needs of all our clients are not for very technical English, or for very specialist English, but **fluency in spoken English** of the kind that is common to most **professional positions**. This means training not just in using the 'right words' but also in pronunciation and intonation. These are all **dynamic** skills, and we have found that the most effective way to learn them is through the dynamic environment of the **Small Group**.

Check out our website - [www.CAEPProfessional.co.uk](http://www.CAEPProfessional.co.uk) for details of our trainers and for the latest news on events at the CAE Professional Centre



## English with Confidence

### Three cases – three solutions

Let's look at three clients who study together in one of our Small Groups. They all have a 'lower intermediate' level of English.

**Andreas** is a sales executive working for Mueller GmbH, a manufacturer of office equipment based in Germany. His boss has decided that foreign sales must be developed, and has organised for Andreas to represent Mueller on a stand at an international fair in Essen. Most visitors to the fair will speak no German. The fair is in six weeks.

Andreas has not studied much English since school. But in six weeks he will need to welcome people to the stand, find out what they need and hold their interest as he explains his company's products.

**Alessandra** runs a successful public relations firm in Milan. Her company has been hired by a large Italian oil company to improve its image in Italy and abroad. This will involve liaising with foreign subsidiaries all over the world and the language she will have to use is English.

Alessandra's principal worry is that the wrong use of expressions or idioms could lead to her being misunderstood and accuracy is vital for her.

### A Sample Day

#### 5 plus 1 Combination

**08.00** Breakfast with host family

**09.00 - 10.30** Group Training - activating language, problem solving - practising future forms

**10.30** Coffee Break

**11.00 - 12.00** Group Training - better speaking, how to present information

**12.00 - 13.00** Group Training - better understanding, listening for specific details using a DVD

**13.00** Lunch

**14.00 - 15.30** Group Training - professional English skills, telephoning, dealing with incoming calls

**15.45 - 16.45** Individual Training - further fluency practice and correction

**17.00** Private study - preparing an article for tomorrow's group

**18.15** Dinner with host family

**19.30** Private study - watching a DVD with subtitles

**20.30** Social Activities - pub evening with fellow professionals



## English with Confidence

### Three very different cases?

Not really. Their backgrounds are different, but the tasks that Andreas, Alessandra and Pawel face are quite similar. They all need the ability to question, to answer, to agree, disagree, request, refuse a request ... and to understand other people doing the same ... in fast-moving situations. And their very different professional experiences will simply make their **Small Group** activities all the more interesting and lively.

But ... their requirements are **not exactly the same ...**

**Andreas** uses German sales literature to illustrate features of the equipment he is selling. His communications skills will benefit greatly from his 25 hours training within his group, but he also plans to book one hour per day of **individual (1:1)** training. His trainer will use this time to help Andreas to explore ways to exploit his sales literature in his oral presentations.

**Alessandra** finds certain English sounds quite difficult to produce. She will also need some special **individual (1:1)** training to help her overcome differences in the rhythm of Italian and English speech.

**Pawel** has difficulty asking questions in English – the grammatical structures are very different from Polish! His trainers will set some homework assignments that will help him improve his questioning skills. And Pawel will be able to take advantage of the unlimited self-access offered at the training centre to carry out these assignments – a solution which avoids the need to pay for extra 1:1 training.

**Most of our clients** find the 25-hour format **Small Group**, perhaps with 5 additional hours of 1:1 training **5 plus 1 Combination**, the most effective training solution.

However, some clients have very specific study requirements that are best met with a greater degree of 1:1 training. Where this is the case, we recommend a '50:50' option, comprising 12.5 hours of small group training with 12.5 hours of 1:1 training each week **50:50 Combination Course**.

Three options for you to choose from...

- **Small Group**
- **5 plus 1 Combination Course**
- **50:50 Combination Course**

... and for lawyers, there is also our **English for Lawyers 50:50 Combination Course**



## English for Lawyers

Legal English has been a **speciality** at the Cambridge Academy for many years, with trainers selected for their considerable knowledge of the subject, very often from having trained or worked in the legal field.

In many ways legal English is **very different** from other kinds of Professional English – it has not only its specialist terms, but also a whole style of speaking and writing that is only used in the legal context.

**However**, lawyers will also need the same skills of everyday communication in English as are used by other professionals working across international boundaries.

Therefore we usually recommend that clients needing training in legal English should follow our **50:50** formula **English for Lawyers 50:50 Combination Course**.

The “50:50” course comprises 12.5 hours of 1:1 training with 12.5 hours of training in an international small group. The course therefore provides ample opportunity for the study of specialist legal language, but at the same time gives clients the chance to practise the **all-important** general communication skills in English needed by any modern professional.

### The 1:1 element will allow you to:

- Concentrate on special topics of skills eg. intellectual property law, company law, employment law, taxation
- Prepare for specific events such as where English will be the medium of communication, and when negotiating an important contract
- Concentrate on writing practice, eg drafting commercial contracts, writing letters
- Prepare for the new International Legal English Certificate (ILEC)

### The small group element will enable you to:

- Practise taking part in meetings and discussions
- Learn how to argue persuasively without appearing rude or aggressive
- Participate easily at informal events such as parties and dinners
- Practise making presentations to an audience
- Develop your skills in asking and answering questions on legal and other issues

“I only had two weeks before I started my new job with an international law firm. My English for Lawyers course really helped me...”



## English for Lawyers

### Two of our legal English clients ...

- **Jerzy Czerski** is a corporate lawyer. Most of his work involves representing companies developing shopping centres, sports venues or office blocks. He knows the English of his field well, but felt he needed more general business English, a grammar review and practice with negotiation language. Jerzy chose the **English for Lawyers Combination Course**. In the group he discussed a variety of topics, conducted negotiations, and revised his grammar. In his legal English sessions he worked on the language and structure of share sale agreements and documents for company mergers and acquisitions. These covered requirements for due diligence, conditions for agreements and warranties and indemnities for purchaser protection.
- **Andrea Schröder** works in the legal department of an Italian mobile-phone company. Her work involves advising the company on European and local planning and environmental law in areas affected by the company's operations. Andrea opted for the **English for Lawyers Combination Course**. She knew she had gaps in her general business vocabulary and needed to practise her listening skills, especially in group discussions. She also needed useful phrases for giving presentations. She was given ample practice in her two weeks in the group. In her individual sessions Andrea worked on criteria for the assessment of the environmental impact of her company's activities.





## Professional English...

### The Professional Centre itself

English with Confidence courses are run in an attractive centre situated in the Cambridge suburb of Girton. The building is small, intimate and friendly - even during the busiest periods there are never more than 19 clients attending courses. The atmosphere is mature and businesslike (the minimum age is 25 years), but it is also tranquil and relaxed.

### Your accommodation - the English at home

We strongly recommend you stay with one of our executive homestays. These have been chosen specifically for our professional clients, and all offer an excellent half-board service close to the Centre (with private bathroom facilities on request). Alternatively you might wish to stay in one of several good-quality hotels available in Cambridge. We can arrange for you to be met at the airport and taken straight to your accommodation.

### English 'after hours' - your free time

We offer a subsidised programme of social events which you can take part in if you wish. Four very popular activities are: pub evenings, theatre trips, croquet and visits to King's College to hear the famous choir. These will help you to practise your English in the most relaxed and spontaneous of atmospheres.

“The Professional Centre, Cambridge Academy of English, provides a tranquil setting for intensive language training which is designed to improve your English for use in today's fast-moving business environment...”





...Around The Clock

## Cambridge - Ancient and Modern

As the home of one of the world's great universities, Cambridge needs no introduction, and the lively student culture of the town is reflected in its many and varied entertainments. More recently, the Cambridge 'Innovation Park' has developed an international reputation as a centre for hi-tech research and development.

## Unlimited Private Study

In addition to the 25 hours of training with your group, you will need to spend some time each week studying alone. This may be to address specific weaknesses or to prepare your presentations. You will have free access to our minilab, audio/video library, reference materials and computer, internet and wifi facilities. We will provide you with a security keycard which will allow you to enter the Professional English centre whenever you like from 8am to 10pm, seven days a week.

## London and back in an evening!

Cambridge is the ideal location for a Professional English centre. It is just 45 minutes by train from central London and 30 minutes from Stansted International Airport. It is quite easy for clients to go to a show in London and be back in their accommodation in Cambridge that same evening.

# English with Confidence

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CAE Girton, Cambridge



Cambridge



CAE Professional Centre



Cambridge



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