

LIGHT POINT

SPECIALIST COURSES PROPOSAL

Russian for Business Communication

All education is based on actual business materials consisting of practical tasks for improving the applicants knowledge of the language and cultural differences. Modules could be completed with any information based on a client requests such as subjects or tips, additional interactive games or practices.

A modular of short course on:

- **Socializing.** Comparing European and Russian management.
- **HR in Russia.** Job interview with candidate.
- **PR in Russia.** Communication with mass media.
- **Presentations.** Public speech.
- **Meetings.** Negotiation process.
- **Preparation for exhibition/conference**

Module	Description	Recommended length
Socializing	Cultural diversity and socializing <ul style="list-style-type: none">· Cross-cultural understanding. Reading article.· Welcome visitors· Small talk: keeping the conversation going· Inviting, accepting or declining Comparing management systems in Europe and Russia <ul style="list-style-type: none">· Russian mentality based on scientists works.· Russian management system· Comparing of managers mentality in Europe and Russia Practice <ul style="list-style-type: none">· Quiz “What kind of manager you are?”/ “Cross-cultural understanding”· Analyzing text about Russian mentality· Sharing business experience.	4 – 8 hours
HR in Russia	Telephoning <ul style="list-style-type: none">· Cross-cultural communication on the phone· Talking and leaving messages· Setting up appointments· Complaints Publishing job proposal <ul style="list-style-type: none">· Examples of job proposals. How and where to find suitable candidate?· Work with HR agencies in Russia. Main HR portals· Publishing proposal on job portal by Yourself	4 – 8 hours

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	<p>Interview with successful candidate</p> <ul style="list-style-type: none"> · Statistic about Russian market: review of salaries and specialists. · Preparation for interview with candidate · Interview via phone. Structure and examples. <p>Practice</p> <ul style="list-style-type: none"> · Creation of job description · Interactive game “Interview” 	
<p>PR in Russia</p>	<p>Mass media in Russia: overview</p> <ul style="list-style-type: none"> · Offline business editions · Online biggest news portals. · PR trends in Russia · How to reach free PR promotion in Russia? · Press-release creation. Structure and preparation. <p>Radio business bulletin about Russian economy and politics</p> <ul style="list-style-type: none"> · Analysis and discussion <p>Article about current business issues between European Union and Russia</p> <ul style="list-style-type: none"> · Analysis and discussion. Creation of summary <p>Practice</p> <ul style="list-style-type: none"> · Creation of press-release about your company · Interactive games 	<p>4 – 8 hours</p>
<p>Presentations</p>	<p>Planning and getting started</p> <ul style="list-style-type: none"> · Presentation technique and preparation. Reach about audience · Presentation tips and oral skills · Structure of presentation – Introduction <p>Image, impact and making an impression</p> <ul style="list-style-type: none"> · Using visual aids – general principals · Talking about the content of visual aids <p>The middle of presentation</p> <ul style="list-style-type: none"> · Holding the audience attention · Tips for linking ideas <p>The end!</p> <ul style="list-style-type: none"> · Summarizing and concluding · Questions and discussions <p>Practice</p> <ul style="list-style-type: none"> · Interactive games. · Creation of 3 minutes presentation about your company/yourself & etc. 	<p>4 – 8 hours</p>

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<p>Meetings</p>	<p>Making meetings effective</p> <ul style="list-style-type: none"> · What makes good meetings? · Establishing the purpose of meeting <p>Interruptions on meetings</p> <ul style="list-style-type: none"> · The structure of decision-making · Stating and asking for opinion · Interrupting and handling interruptions · Ending the meeting <p>Know what you want</p> <ul style="list-style-type: none"> · Types of negotiation · Preparation for negotiation · Making an opening statement · Dealing with conflict · Rejecting · Ending the negotiation <p>Practice</p> <ul style="list-style-type: none"> · Set-up partnership win Russia – quiz and tips · Video analyzing: “Russian web marketing overview” · 15 minutes essay: “Business meeting experience” 	<p>4 – 8 hours</p>
<p>Preparation for exhibition/ conference</p>	<p>Choosing the conference / exhibition</p> <ul style="list-style-type: none"> · Source of search · Analysis of events · Set up the target for event <p>Preparation for the conference / exhibition</p> <ul style="list-style-type: none"> · Choosing speaker · Creation of attractive presentations / reports · Organizing pre-PR activities · Presentation on event <p>Analysis of ROI (return of investments)</p> <ul style="list-style-type: none"> · Collecting contacts from event · Analysis of results · Creation of targets for next event <p>Practice</p> <ul style="list-style-type: none"> · Direct marketing: writing emailing letter – invitation · Interactive games 	<p>4 – 8 hours</p>