



TRAINING PROGRAMME - LEVEL 2

08:30 REGISTRATION & COFFEE

09:30 **MORNING SESSION**
THE DEAL ON DOING BUSINESS IN THE GLOBAL MARKETPLACE
Speaker: Sheida Hodge

For those that have done business internationally, you have probably had the experience where you are talking to a prospective client or partner about your business proposal and it appears that you both agree on the details and the opportunity. Your meeting concludes with handshakes and beaming smiles. From your perspective, "yes" means "yes we have a deal," while you're international colleague is thinking "yes, I need to talk to more people about this idea".

So, here's the deal on doing business globally..., besides having a sound business idea, you need to anticipate what your international partner is thinking about the opportunity and understand the parameters of his/ her authority. What are the steps (and how many steps are there) between discussion and decision? In a Chinese banquet, you know the end of the party is near when the fruit arrives; but in the realm of business, what would be analogous to orange slices in gauging where you are in the process?

Please join us for an skill building program on understanding cross cultural business perspectives in doing business with you colleagues and clients in other countries. This half-day program is designed to enhance business communications, problem solving, and building trust and credibility when doing business in the global marketplace. Our presenter for this pre-conference program is Sheida Hodge, President of Hodge International.

This session will be highly interactive, including real life simulations that provide each participant with tools needed to work, communicate and make lasting deals with their clients and colleagues from other countries. This program will provide a forum for participants to share their extensive knowledge and practical experiences - as well as learn from others.



12:30 LUNCH

14:00 **AFTERNOON SESSION**
ALWAYS BUY LUNCH - THE ART OF NETWORKING
Speaker: Steve Hallett

Networking is often talked about as the key to success in business and personal relationships, but what does it actually mean and how should we carry it out? This afternoon presentation will make it much clearer to audience members of what we should be doing.

The talk will cover:

Defining networking

The benefits of networking

The four stages of successful networking

Developing the network model

The end of the talk will involve viewing an unusual film of people who work in an organisation who just never stop networking in the most unusual setting.



16:30 END OF TRAINING DAY



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