

英国的，商务的，高端英语的...



## About Oxford



Oxford English Training Limited ("OETL") is a British Company providing high quality English Training to business professionals in China. In association with Linguarama, the largest business English language training organisation in Europe, OETL has developed a series of high quality Business English training programmes targeting those corporate and private clients in China.

## Cross Culture Workshop Shanghai April 15<sup>th</sup>, 2009

**Host:** Oxford Training, Ltd  
**Subject:** Cross Culture Awareness  
**Time:** 19:00- 20:30pm  
**Date:** April 15<sup>th</sup>, 2009 (Wednesday)  
**Venue:** 1F, OG Plaza, Building C, 327 Tianyaoqiao Road, Xuhui District  
徐汇区天钥桥路 327 号 C 栋 1 楼 (嘉汇华美达大酒店旁)  
附近地铁: 四号线上海体育场站 3 号出口  
**Language:** English  
**Fee:** Free

### Objective:

To identify and overcome some of the problems we are faced with when entering a cross cultural business world. In this workshop we will specifically look at how cross cultural communication can be an effective tool in face to face meetings, over the telephone, and when using e-mail.

### Mentor: Jeffrey K. Zukerman (Senior Canadian Mentor)

Jeffrey has worked in a sales capacity negotiating contracts with Fortune 500 clients. From 2003-2005 he worked for the Institute for Defense and Government Advancement in Toronto as director of sales leading a team of 30 representatives. He was responsible for recruitment, training and leading his team to successfully exceed targets as he doubled the profitability of his representatives. During this period, Jeffrey created and implemented a new incentives and mentoring program for senior members of his staff. From 2006-2007 Jeffrey was business development manager with The Canadian Institute where he generated leads from cold calls and established marketing strategies for major clients on key accounts. His background in sales and his familiarity with large organizational structures and processes equip him with the understanding required to appreciate the needs of trainees in large international companies.

Jeffrey gained a diploma in business administration from Seneca College, Toronto, in 2000 and went on to graduate with a Bachelor of Arts from York University, Toronto, in 2003. He has also completed a number of courses in management and presentation delivery skills, both in Toronto and New York, enabling him to understand the key language requirements and soft skills communication techniques necessary in the corporate training environment. Since 2007 he has worked as an embedded trainer at a fortune 500 company and trained numerous large international companies in Shanghai China.

A selection of Oxford's clients :



Note :

Please reply this E-mail or call **021-24193198** to confirm your attendance.

Contact: Lisa Dong      [lisa.dong@oxford-english.com](mailto:lisa.dong@oxford-english.com)

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Please note, since this workshop is strictly limited to 12 delegates, early booking is highly recommended to avoid disappointment.