

# MEA & Intuition Languages Training Seminar: Building Successful Business Relations in the Middle East

*Thursday 8<sup>th</sup> March, 10.00-16.00*

The Middle East Association will be re-launching its programme of Business Training Seminars in 2012, and will be partnering with InTuition Languages for its first seminar of the year: **Building Successful Business Relations in the Middle East**.

The Middle East can be a frustrating and challenging place if one isn't prepared. As with anywhere first impressions are everything, but equally important is how you develop the relationship. How you are received will be based on how you act and what you say. To do that successfully you need to understand your own cultures values first then understand your partner's or client's values as harmonise the two. Our cultural style framework © tool enables you to do that and suggests strategies you can use to improve performance and ensure commercial success.

With these considerations in mind, InTuition has developed a course specifically aimed at Business Culture in the Middle East. The course aims to enable professionals to develop the intercultural and communication skills required to build a success business relationship.

## Benefits

The course will provide you with:

- effective awareness of your potential clients' requirements and expectations.
- best practice solutions to resolve business issues to your advantage.
- different strategies to meetings, negotiating, presentations.
- approaches to building trust and closing a deal

## Who should attend?

This course will be of benefit to you if you:

- Are EMEA Management
- international teams
- JV's and M&A's.
- Are involved in international sales and marketing



To sign up for this training seminar, please complete the registration form overleaf and return to Jacqui Marshall at the MEA by the closing date of 21st February.

If you have any questions about the event, please do not hesitate to contact the MEA: [jacqui@the-mea.co.uk](mailto:jacqui@the-mea.co.uk).

# Training Seminar with InTuition Languages

Thursday 8<sup>th</sup> March

## REGISTRATION PER DELEGATE:

Please tick: MEA Member: £425 + VAT (£510)   
MEA Non-Member: £565 + VAT (£678)

*The deadline for registrations is midday on 21<sup>st</sup> February*

To register please return the form below together with payment. A £2.00 surcharge will apply for credit cards only. **Please note we no longer accept American Express.** Cancellations will be accepted up to 48 hours ahead of the event with refund or credit note (upon request). No refund will be made after 48 hours before the event. Payment must be settled before the event.

Please return to the Middle East Association, Bury House, 33 Bury Street, London SW1Y 6AX

Tel: 020 7839 2137, Fax: 020 7839 6121, E mail: jacqui@the-mea.co.uk

Name \_\_\_\_\_

Company \_\_\_\_\_

Job Title \_\_\_\_\_ Address \_\_\_\_\_

\_\_\_\_\_ Telephone \_\_\_\_\_ Fax \_\_\_\_\_

Mobile \_\_\_\_\_ Email \_\_\_\_\_

Business Sector/Activity \_\_\_\_\_

Please advise of any dietary requirements \_\_\_\_\_

Please advise of any disability requirements \_\_\_\_\_

Where did you hear about this event? \_\_\_\_\_

Payment type: 1) I will pay by BACS (details below)   
2) I enclose a cheque   
3) I will pay by credit/debit card (details below)   
4) Please send an invoice for immediate process

## Credit card details:

Card Number:

Expiry Date:  /  Security Number:

## BACS Account Details:

Bank Details: HSBC Bank Plc, 69 Pall Mall, LONDON, SW1Y 5EY

Account Name: MIDDLE EAST ASSOCIATION,

Sort Code: 40-05-20 IBAN: GB 22MIDL40052051571753

Account No. 51571753 SWIFT: MIDLGB22

Please send me details on how to become a member of the Middle East Association:

*The MEA reserves the right to select delegates in order to ensure a successful event.*