

Auditors Training Syllabus

Day 1

Time	Activity	Content
09:00 – 09:15	Welcome	
09:15 – 09:45	Introduction	<ul style="list-style-type: none"> • ‘Housekeeping’ matters • Introduce the Trainers • Have delegates introduce themselves • Ice breaker • Agenda for the course • Training outcomes / aims (General objective: To enable the Scheme Manager to select suitable candidates for registration as Language Communications Auditors)
09:45-10:00	What is LCA?	<ul style="list-style-type: none"> • Explanation of LCS • Objectives • Target companies. International background
10:00-10:10	Coffee break – free questions	
10:10-11:30	The Process of the Language Communication Audit <ol style="list-style-type: none"> 1. Preparation for the audit <ul style="list-style-type: none"> • Collecting information about the company • Sending Pre-Audit Questionnaire • Studying company’s website • Writing a project plan • Practical exercise: How to use a Website checklist 	<ul style="list-style-type: none"> • Positioning of the communications strategy within the company export strategy and what a communications strategy comprises • Gathering information on company using pre-audit review tool • Explaining the process to companies • Developing objectives for the review • Building the consultant client relationship Code of Practice
11:30-11:40	Coffee break	

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Time	Activity	Content
11:40-13:00	2. Interviewing: Visiting the company <ul style="list-style-type: none"> Identifying the steps of the review Examining verbal communication channels Role play: Interview based on the “Verbal communication channels” checklist 	What to check at the company? <ul style="list-style-type: none"> activities (exhibitions, literature, conferences, distributor selection) people involved (sales, technical, contractors, accounts, despatch etc) Communications Media (brochures, websites, packaging etc)
13:00-14:00	Lunch	
14:00-15:30	Interviewing: Visiting the company (continued) <ul style="list-style-type: none"> Examining verbal communication channels Collecting information about written communications Practical exercise: Collect information about written communication tools from a company 	Overview of verbal communications <ul style="list-style-type: none"> Telephone sales, follow up calls, receptionist/switchboard Relationship building / problem resolution Technical enquiries help-line, after sales support Overview of types of written communication <ul style="list-style-type: none"> Correspondence sales letters invoicing, emails, faxes Invitations to attend exhibitions Sales/promotional lit/ Newsletters/ press Quotations Technical literature, manuals, brochures Packaging for retail (legislation and regulations) Review of foreign press and market research
15:30-15:45	Tea	
15:45-17:00	Interviewing: Visiting the company (continued) <ul style="list-style-type: none"> Collecting information about personal interactions Discussing cultural issues Asking open questions about communication and cultural problems Examining websites Practical exercise: Write open questions about cultural issues (based on the checklist) 	Overview of types of personal interaction <ul style="list-style-type: none"> Trade shows and exhibitions Foreign visits and meetings Seminars Hosting foreign visitors Interactions via Internet Different cultures (examples) <ul style="list-style-type: none"> Managing customer relationships Use of shapes, colours, brands, materials Analysing strengths and weaknesses of existing websites Writing open questions
19:00-21:00	Dinner	

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Day 2

Time	Activity	Content
08:00 – 09:15	Welcome: Discussion about the previous day	
08:15 – 10:00	3. Summarising findings The 7 S model The Pest+ model The gap analysis Stakeholder analysis Practical exercise: Group work: Stakeholder analysis	Explanation of the models Group exercises about how to use them
10:00-10:10	Coffee break – free questions	
10:10-11:30	Write objectives and recommendations (solutions) 4. Find resources	Training Solutions – language training Training course types (short intensive, extensive, abroad) competence, and performance Reviewing the non-training solutions <ul style="list-style-type: none"> • Recruitment of multi-lingual staff • Out-sourcing linguists for telephone work • Simultaneous telephone interpreting • Referrals to further support: reference sources, BLIS, tools, guides • Selecting translators • Managing multi-lingual translation projects • Multilingual labelling • Glossaries, handling suppliers • Storing and re-using translations • language courses etc • Selecting interpreters • recruiting or utilising linguists • Cultural briefings • Preparing for visits • Use of key-words, registration of web-sites with foreign search engines • Providers, self-help Solve case study tasks

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10:30-11:40	Coffee break	
11:40-13:00	5. Write a report	Attributes of a good report: Structure, impartiality, professionalism, accuracy, confidentiality, logic of analysis, relevance and pragmatism Recommended structure <ul style="list-style-type: none"> • Draft report • Final report (example)
13:00-14:00	Lunch	
14:00-15:00	6. Presenting a report	How to present a report <ul style="list-style-type: none"> • Presentation techniques • Preparing for potential questions and answers
15:00-15:30	7. Compile administration 8. Send Post-Audit questionnaire	9. Application forms 10. Pre-Audit Questionnaire 11. Checklists 12. Post Audit questionnaire 13. Report to the Scheme manager
15:30-15:45	Tea	
15:45-16:45	Key actors of the auditing process 14. Roles and responsibilities 15. Other auditing issues Marketing LCA (Selling the Review)	Roles of the auditors, scheme managers, companies Marketing <ul style="list-style-type: none"> • Brief introduction to selling/sales techniques • Who needs to be convinced? • The reason why companies want the review • Identifying the key benefits
16:45-17:00	Closing programme, evaluation	<ul style="list-style-type: none"> • Future of the scheme • Relationship with the scheme manager • Evaluation