



WORLD TRADE CENTER®
HARRISBURG
 SERVING CENTRAL PENNSYLVANIA

Cross-Cultural Communications

Wednesday, April 30, 2014
 9:00 AM– 11:00 AM
 York Expo Center
 York, PA

Join us for a seminar on enhancing your cultural intelligence and improving your cross-cultural communications. As businesses expand their relationships and operations across the globe, executives and their teams find themselves dealing with people from many different cultures on a daily basis. The seminar will be presented by Myriam Siftar, President of MTM LinguaSoft.

<p>Topics include:</p> <ul style="list-style-type: none"> • The importance of cultural awareness when working globally • Comparative cultural values and behaviors • Tips for cross-cultural communications 	<p>Who should attend:</p> <ul style="list-style-type: none"> • CEOs • Executive teams • Sales Executives • Marketing Executives • Operational Executives • Export Managers • anyone else interested!
<p>About the Presenters: MTM LinguaSoft is a full-service language services partner specializing in translation and localization of websites, software and on-line applications, such as e-learning modules. The firm also provides cultural competency services and has special expertise in Middle Eastern and Asian languages.</p>	

The seminar will precede York County Economic Alliance's **International Business & Workforce Expo**, which will again feature an international section. Foreign embassies and trade promotion organizations from around the globe will be exhibiting alongside local companies engaged in international trade.

The Expo is an excellent opportunity to engage with companies active in international trade and to communicate with foreign embassy representatives! We invite you to join us at the Expo after this seminar and practice what you learned.



<p>Cross-Cultural Communication Seminar Registration</p> <p>Visa/MasterCard #: _____ Exp. Date: _____</p> <p>Signature: _____</p> <p>Name: _____</p> <p>Additional Participants: _____</p> <p>Company: _____</p> <p>Address: _____</p> <p>City: _____ State: _____ Zip: _____</p> <p>E-mail: _____ Phone: _____</p>	<p>Cost: \$25 WTC or YCEA Members \$35 Non-Members <i>includes full breakfast & seminar materials</i></p> <p>Please make checks payable to: World Trade Center Harrisburg</p> <p>To Register: Phone: (717) 843-1090 Online: www.wtccentralpa.org/registration Fax: (717) 854-0087 Mail: 600 N. Hartley St., Ste 110 York, PA 17404</p> <p>Please note that cancellations must be received by April 28, 2014</p>
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