

**GLOBAL  
MARKETING  
MASTER CLASSES**

**Java Events Ltd  
2003 Conference Series**

**Master Class ONE**

***“Cultural Intelligence: Working with Americans”***

*By*

***Allyson Stewart-Allen***

Director, International Marketing Partners, London

**Master Class TWO**

***“The Structure of the Sale: The European Approach”***

*By*

***Robert Lettman***

Director, Carreras Lathane Training, London

**17 June 2003**

**at**

**The American Embassy, London**

*Two master classes exploring the cultural differences between the USA & Europe  
presented by two of the industry's leading figures*

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**Newsweek**



Carreras Lathane

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A STAR ALLIANCE MEMBER

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**JAVA  
EVENTS**

## Dear Delegates,

Welcome to the first Java Events Global Marketing Master classes. I am delighted to be leading this event and we're very privileged to be hosting this event at The American Embassy in London.

The Masterclass will be split into two sessions which aim to provide you with invaluable insight into conducting business globally, from the American and European perspectives.

Regardless of industry or organisation size, the importance of building sound and profitable business relationships is paramount to any company, and this is only possible with a thorough understanding of the global business cultures that are present today. This is why Java Events has structured the day to facilitate discussion and debate in all matters surrounding business relations. In addition, one-to-one consultation clinics, held at the end of each Masterclass session, will provide you with the opportunity to discuss any specific challenges and issues.

As the co-author of the first-ever manual on the US business culture, "Working with Americans" (Prentice Hall), it is my aim to expand your knowledge with valuable insights into how Americans look, talk and act. The more you look and act like Americans in business, the more trust and profits are built.

On behalf of Robert Lettman of Carreras Lathane and myself, I look forward to meeting you at The American Embassy on 17 June 2003.

Yours sincerely,



Allyson Stewart-Allen  
Director  
International Marketing Partners, London



The 445 room InterContinental - The Churchill London is centrally located, overlooking the picturesque gardens of Portman Square.

All guestrooms and 40 suites boast en-suite bathrooms, climate control, safety deposit boxes, satellite television, dataports and pay movies. These amenities are complimented by 24-hour room service, laundry and valet service and a 24-hour Churchill Health Club.

As part of the hotel's recent £10 million refurbishment, some of the additional facilities guests will now be able to enjoy include the Churchill Health Club, a new 24 hours Business Centre and two new restaurants; The Terrace on Portman Square and the newly acclaimed Locanda Locatelli.

The InterContinental - The Churchill London has arranged for special room rates for all delegates wishing to attend this event.

To make your room reservations please call

**+44 (0)20 7486 5800** and quote

**"JAVA Events: Master Classes"**

OFFICIAL AIRLINE



United has one of the best route structures in the industry. We are the only U.S. airline serving five continents including non-stop services from the U.S. to Australia and New Zealand. We also fly to 10 destinations in Central/South America.

United offers convenient daily non-stop services between London and Chicago, Los Angeles, New York-JFK, New York-Newark, San Francisco and Washington D.C. with connections to/from over 150 U.S. cities. The United Express network provides more than 1,500 daily flights to over 128 cities in 38 states.

Internationally, United offers a three-class service; we've installed new seats on all international aircraft, including our award-winning seat for United Business International. The United First Suite® is far more than a seat that reclines a full 180° with its enhanced features. We offer five inches extra legroom in Economy Plus®, available on most aircraft to full-fare customers.

United has arranged for special fares for all delegates wishing to attend this event. Please call **1-800 538 2929** in the USA or **0845 8444 777** in the UK, and quote the event code: **510 OE**.

**DELEGATE PLACES ARE LIMITED. DEADLINE FOR BOOKING IS FRIDAY 13 JUNE**

# Master Class ONE “Cultural Intelligence: Working with Americans”

by Allyson Stewart-Allen, Director, International Marketing Partners, London  
17 June 2003 at The American Embassy, London

9:00 - 9:30 *Registration & Coffee*

9:30 **Introduction**

- What you see may not be what you see (why understanding culture is important)

## Background

- The Tea Party and The Great Frontier -- how history influences business today
- Open Space (We've got lots) or Big is Better -- the influence of physical size, open space on US thinking and institutions
- We the People: One Country, Fifty Flavors -- regional differences, immigrants in history & today
- Everyone Knows -- underlying values, right and wrong, attitudes toward age, ethics

## Foundations

- Do It Now -- time, two systems in the world, the Time-is-Money" attitude
- Who's the Boss -- hierarchy, decision-making
- Hi, My Name's Jason -- informality, relationships, friendship, privacy
- Send Me a Memo -- information flows, high-context vs. low-context communication.

## Business

- If It's New, It's Great -- innovation, entrepreneurship, change
- The Guides -- lawyers, accountants, consultants
- Fight or Flight -- how conflict is resolved, litigation, contracts
- Let's Make a Plan -- planning, decision making
- Who Are They? -- corporate cultures

## Creating Connections

- How About Those Mets! -- conversational topics, when to talk business, heroes
- Let's Do Lunch -- friendship, dining differences, where people meet, organizations schools (public/private), the overloaded executive
- What Did You Say? -- language differences, tricky words
- You Look Wonderful Darling -- what to wear

13:00 *End of Master class ONE.*

**One-to-One consultation clinics with Allyson Stewart-Allen will be held afterward.**



Allyson Stewart-Allen



INTERNATIONAL MARKETING  
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[www.intermarketingonline.com](http://www.intermarketingonline.com)

# Master Class TWO “The Structure of the Sale: The European Approach”

Robert Lettman, Director, Carreras Lathane Training, London  
17 June 2003 at The American Embassy, London

14:00 - 14:30 *Registration & Coffee*

14:30 **Introduction: “The Structure of the Sale: The European Approach”**

- **The Preparation** – What a European buyer will expect you to already know
- **The Open** – Are you my friend or are you trying to sell me something?
- **The Probe** – Uncovering the potential customer's business situation
- **The Confirm** – Is what you think is said what I actually said?
- **The Match** – Your product/service sounds great but is it what I need?
- **The Close** – When 'full-on and in your face' isn't the way

## Understanding the buyer

- When to negotiate, and when not to – Typical European buyer behaviour
- When “silence is golden”

## Cultural difference to buying and selling

- Perceptions of salespeople

## Building long-term relationships

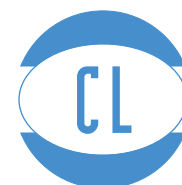
- The European view of a professional business relationship

17:00 *End of Master class TWO.*

**One-to-One consultation clinics with Robert Lettman will be held afterward.**



Robert Lettman



Carreras Lathane  
[www.carreraslathane.com](http://www.carreraslathane.com)

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# GLOBAL MARKETING MASTER CLASSES

## Cultural Intelligence: Working with Americans

### The Structure of the Sale: The European Approach

17 June 2003, American Embassy, London

Please photocopy for multiple delegates

Deadline for booking Friday 13 June 2003

Please register  delegates for **Cultural Intelligence Master Class**

Please register  delegates for **Structure of Sale Master Class**

Please return by post or fax to:

**JAVA EVENTS LIMITED, 4 Golden Square, London W1F 9HT**

<b>First delegate</b>	First name	Surname
Name	<input type="text"/>	<input type="text"/>
Position	<input type="text"/>	
<b>Second delegate</b>	First name	Surname
Name	<input type="text"/>	<input type="text"/>
Position	<input type="text"/>	
<b>Organisation</b>	<input type="text"/>	
<b>Type of business</b>	<input type="text"/>	
<b>Address</b>	<input type="text"/>	
	<input type="text"/>	
	<input type="text"/>	
<b>Country</b>	<input type="text"/>	<b>Postcode</b> <input type="text"/>
<b>Phone</b>	<input type="text"/>	<b>Fax</b> <input type="text"/>
<b>Email</b>	<input type="text"/>	

Brochure code :

**Registration fee is £350.00 plus VAT** (£411.25 in total) per Master Class

☐ I enclose a cheque for the sum of £  made payable to Java Events Ltd

☐ Bank Transfer: quoting reference JE004

Bank details: Lloyds TSB Bank plc. Account No.: 3494456 Sort code: 30-92-82  
Ealing Broadway Branch, 45 The Broadway, Ealing, London W5 5JU

☐ I am interested in sponsorship/exhibition details ☐

☐ I am a BABi member (10% member's discount) ☐

**DATA PROTECTION:** The information you provide will be held on a database and will not be shared with external companies other than event sponsors/speakers. For security reasons, the information you provide will be shared with the American Embassy.

#### PLEASE NOTE


1. The American Embassy reserves the right to allow entry to the event.
2. All attendees must be pre-registered. No payment will be taken on the day of the event. All delegates must be registered by 13 June 2003.
3. Only those individuals pre-registered to attend will be allowed access to the event.
4. All attendees are asked to bring ID with them in addition to registration confirmation.

#### WHO SHOULD ATTEND?

Java Events Limited has created this event specifically for Vice Presidents, Directors and Managers in:


- Marketing
- Brand/Product Management
- Promotions
- Public Relations
- Advertising
- Event Marketing
- Entertainment Marketing
- Corporate Communications
- International Media & Product Sales


#### 4 EASY WAYS TO REGISTER

 **Fax:** +44 (0) 8700 520308

**Web:** www.java-events.com

**Email:** info@java-events.com

 **Tel:** +44 (0) 207 287 2561

 **Post:** Please complete and return the registration form with payment details.

Delegate places are limited and the deadline for booking is 13 June 2003.

#### ADMINISTRATION DETAILS

**Date:** 17 June 2003

**Time:** 9.00 am

**Venue:** American Embassy, 24 Grosvenor Square, London W1A 1AE

**Fees:** £350 plus VAT per Masterclass

#### PAYMENT INFORMATION

Payment must be received prior to the event. VAT invoices will be issued.

#### EVENT ACCOMMODATION

Overnight accommodation is not included in the registration fee. However, a reduced rate has been arranged at InterContinental - The Churchill London on + 44 20 7486 5800. Please contact the hotel directly quoting booking reference "JAVA Events: Master Classes". It is advisable to book four weeks prior to the event. After that time rates and availability cannot be guaranteed.

#### ENQUIRIES

Please address all enquires to the conference organisers, Java Events Ltd in London on +44 (0) 207 287 2561 or Email: info@java-events.com

#### CANCELLATIONS

Cancellations received in writing before 1 June 2003 will be refunded in full less an administrative charge of £100 plus VAT.

We regret that cancellations cannot be accepted thereafter. For security reasons, substitute delegates are not acceptable.

**PLEASE NOTE:** It may be necessary for reasons beyond the control of the organisers to alter the content, venue or the timing of the programme.

#### REGISTRATION FEE

The registration fee is £350 plus VAT (total £411.25) per delegate per masterclass. The fee covers attendance at all sessions, refreshments and full conference documentation; the fee also covers attendance at the conference receptions. Full registration fee is due before the date of the event.

#### MASTERCLASS LANGUAGE

The masterclass(es) language will be English.