

MANAGERIAL ENGLISH SERIES

for Professionals and Business Executives

Who want:
practicality, conciseness and fun!

A. Accurate English Pronunciation

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B. Writing Business English

C. Reading to Understand

活學英語
Live English



www.hkma.org.hk/seminar

HK THE HONG KONG
MA MANAGEMENT ASSOCIATION

Accurate English Pronunciation

- Speaking English Effectively

AIM

This course is designed for professionals, business executives and managers, and will deliver an immediate improvement in spoken English resulting in an increase in greater clarity and increased confidence.

OBJECTIVES

- Pronounce all English words accurately
- Learn dictionary skills to empower participants to easily and quickly solve all pronunciation problems
- Increase confidence and clarity in speaking English

UNIQUE METHODOLOGY

- Results in immediate improvement
- Effective, original and non-linguistic approach for ordinary people
- Makes learning the International Phonetic Alphabet easy and fun
- Assessment of current English pronunciation capability
- Learning and applying simple rules to fix major pronunciation problems
- Developed specifically to meet the unique needs of Hong Kong people
- Simple structure and interactive exercises ensure that participants are highly motivated and enjoy the programme

CONTENT

- The essence of accurate pronunciation
- The concept of sounds, syllables and stresses
- Knowing the tricks of the alphabet and especially of the vowel letters
- Learning International Phonetic Alphabet with ease
- The essential but most ignored dictionary skills
- Introduction to intonation, linking and phrasing
- Major differences between British and North American English

THIS COURSE IS SUITABLE FOR

English enthusiasts who consider pronunciation important and expect “real improvement and practicality”, e.g. corporate executives, sales and marketing people, administrative staff, customer service staff, media and advertising personnel, management and executives, teachers and trainers, and all involved in the travel and hospitality industry

MEDIUM OF INSTRUCTION

Bilingual delivery, mainly in Cantonese and supported by English (course materials in English)

COURSE LEADER

Mr Ray Lee is an English enthusiast and professional trainer who uses an effective, original and non-linguistic approach to help ordinary people improve their English competency. With top marks in the Speaking Section, he holds a Certificate of Proficiency in English (CPE), the highest level Cambridge ESOL qualification which recognizes standard of English similar to that of an educated native speaker. Ray was also the delegate of the English Speaking Union Hong Kong for the 2009 International Conference held in Oxford University, UK.

Mr Ray Lee has over 18 years of extensive business and language training experience. His clients included both local and multinational corporations such as Hang Seng Bank, Manulife, VTEch, IBM, Dell Computer, Cartier, MGB METRO, Panasonic, Sony, MAN Roland, Philips, Pacific Dunlop, HKSAR Government, to name a few.

Ray holds an MBA from the University of Melbourne, a Master of Science in Information Systems Management from the Hong Kong University of Science and Technology, a Post Graduate Diploma in Supply Chain and Logistics Management from The University of Hong Kong, and a Bachelor of Marketing from RMIT University. He lectures business and language programmes in local and overseas tertiary institutes, e.g. The University of Hong Kong, The Hong Kong Polytechnic University, The Hong Kong Management Association, Vocational Training Council, Monash University, Holmesglen College of TAFE.

Have you also experienced the following?

- Native English speakers responding with puzzled faces when you talk to them?
- Your audience reading the slides instead of listening to what you are saying in your presentation?
- You cannot understand every word spoken when watching a film or documentary, even though you know each individual word?

Writing Business English

- Effective Writing in the Workplace

AIM

Bad writing wastes time, and ineffective writing does not achieve results. Readers who have to guess the meaning may well get it wrong. Readers who find the writing unconvincing, or worse, insulting, will not do what the writer wants. Ultimately, poor writing damages business relationships.

This course is designed to improve the effectiveness of participants' written English, with specific focus on the workplace.

OBJECTIVES

- Learn how to write more effective business English.
- Understand basic grammar and how to avoid common errors in written business English.
- Increase your confidence in your ability to write good business English.
- Achieve a standard that enables you to avoid having to rely on templates.

UNIQUE METHODOLOGY

- Developed and delivered by business people to meet the unique needs of Hong Kong business.
- Highly interactive with participants' involvement in both group work and individual exercises to make the programme fun and enjoyable.

CONTENT

- Important grammar understanding
- Common errors in writing English in Hong Kong and how to correct them
- Planning, writing and revising
- Good business writing style and how to achieve it
- Emails, Documents, Minutes and Complaints

THIS COURSE IS SUITABLE FOR

Managers and administrators who need to be able to write effectively in English.

MEDIUM OF INSTRUCTION

English (course material in English)

COURSE LEADER

Mr Richard Gocher has been in business in Hong Kong for over 28 years, working in marketing, advertising and media. He spent the first 20 years in Hong Kong in international advertising agencies and media companies. At Leo Burnett he was responsible for all Cathay Pacific advertising worldwide, and then joined the start up international television company Star TV. For the last eight years he has had his own training company and now specializes in helping Hong Kong managers improve their written English and English communication skills. He is a lecturer with the Hong Kong Management Association.

These are just a few examples of written work picked up by Richard.

1. After tel con please be informing by writing through XYZ clients this morning meeting. We are noted his comments.
2. As per our alignment over the phone, it can proceed with new development and sourcing office space.
3. Please ensure all staffs are informed the changes.

During the programme, Richard will help identify the problems and guide participants to avoid similar mistakes when they write.

Reading to Understand

- Reading English Effectively

AIM

This course is designed for professionals, business executives, managers and postgraduate students. It will deliver an immediate and significant improvement in the efficiency and effectiveness of English reading in the workplace and in postgraduate studies.

OBJECTIVES

- Ensure correct understanding of 100% of any reading material
- Achieve a 50% increase in reading speed
- Increase participants' vocabulary, a major weakness of most business executives in Hong Kong

UNIQUE METHODOLOGY

- Results in immediate improvement
- Phrasing and interpretation ensure easy understanding
- Assessment of current English reading competence
- Learning dictionary skills from fundamental to advanced levels
- Applying simple approaches to most types of business reading materials
- Developed specifically to meet the unique needs of Hong Kong people
- Simple structure and interactive exercises ensure that participants are highly motivated and enjoy the programme

CONTENT

- The essence of real understanding of reading
- Learning and understanding about vocabulary, idioms, expressions and metaphors
- Making the much underrated dictionary your friend and greatest helper
- A wide variety of different kinds of written materials: newspapers, journals, product catalogues, business reports, text books and case studies

THIS COURSE IS SUITABLE FOR

English enthusiasts who know that reading is important and expect "real improvement and practicality", e.g. corporate executives, sales and marketing people, administrative staff, customer service staff, media and advertising personnel, management and executives, teachers and trainers, and all involved in the travel and hospitality industry. It is also especially useful for those in post graduate studies.

MEDIUM OF INSTRUCTION

Bilingual delivery, mainly in Cantonese and supported by English (course materials in English)

COURSE LEADER

Mr Ray Lee is an English enthusiast and professional trainer who uses an effective, original and non-linguistic approach to help ordinary people improve their English competency. With top marks in the Speaking Section, he holds a Certificate of Proficiency in English (CPE), the highest level Cambridge ESOL qualification which recognizes standard of English similar to that of an educated native speaker. Ray was also the delegate of the English Speaking Union Hong Kong for the 2009 International Conference held in Oxford University, UK.

Mr Lee has over 18 years of extensive business and language training experience. His clients included both local and multinational corporations such as Hang Seng Bank, Manulife, VTech, IBM, Dell Computer, Cartier, MGB METRO, Panasonic, Sony, MAN Roland, Philips, Pacific Dunlop, HKSAR Government, to name a few.

Ray holds an MBA from the University of Melbourne, a Master of Science in Information Systems Management from the Hong Kong University of Science and Technology, a Post Graduate Diploma in Supply Chain and Logistics Management from The University of Hong Kong, and a Bachelor of Marketing from RMIT University. He lectures business and language programmes in local and overseas tertiary institutes, e.g. The University of Hong Kong, The Hong Kong Polytechnic University, The Hong Kong Management Association, Vocational Training Council, Monash University, Holmesglen College of TAFE.

Date and Time

A. Accurate English Pronunciation:

- i. Sats (9:00 - 5:30 pm)
24 & 31 July 2010
- ii. Fri & Sat (9:00 - 5:30 pm)
27 & 28 August 2010
- iii. Tue & Wed (9:00 - 5:30 pm)
5 & 6 October 2010
- iv. Thur & Fri (9:00 - 5:30 pm)
4 & 5 November 2010

B. Writing Business English:

- i. Thur & Fri (9:15 - 5:30 pm)
5 & 6 August 2010
- ii. Tue & Wed (9:15 - 5:30 pm)
21 & 22 September 2010
- iii. Tue & Wed (9:15 - 5:30 pm)
19 & 20 October 2010
- iv. Wed & Thur (9:15 - 5:30 pm)
17 & 18 November 2010

C. Reading to Understand:

- i. Wed & Thur (9:00 - 5:30 pm)
14 & 15 July 2010
- ii. Tue & Wed (9:00 - 5:30 pm)
28 & 29 September 2010
- iii. Wed & Thur (9:00 - 5:30 pm)
24 & 25 November 2010

Venue for all courses: W Haking Management Development Centre
The Hong Kong Management Association
14/F Fairmont House
8 Cotton Tree Drive Central HONG KONG

I participated in the "Writing Business English" and "Accurate English Pronunciation" workshops organized by Live English. These workshops are very practical and helped me to strengthen my English language skills. I am looking forward to join the "Reading To Understand" workshop in the near future. I am sure I will be able to take away some useful skills at the end of the workshop, just like the two courses I attended.

Pinki Ko, Finance and Administration Director, Deloitte - Asia Pacific Regional Office

I took part in the Accurate English Pronunciation. It is exactly the kind of programme I wanted. It gave me a totally different perspective about pronunciation. Now, I realize that accurate English pronunciation is not rocket science, nor a privilege for linguists. It is something we laymen can learn and excel. After learning the skill, I am much more confident in speaking English, especially to native English speakers. The programme is really useful and fun.

Corey Ho, General Sales Manager, Consumables - Hong Kong, Heidelberg Hong Kong Ltd

"Writing Business English" is an enlightening course, which enabled me to effectively write better English as a business executive. Having attended this course, I strongly believe that I can deal with my clients more professionally for real business, on the behalf of the company.

Abel Chau, Associate Director, Four Seas Mercantile Limited

I expected a lot from the Accurate English Pronunciation programme. Indeed, it proved itself as a really practical and an enjoyable course. It is not rote learning at all. It's simply not just another "me-too" programme in the market. As I walked out of the classroom, I could feel the improvement. The pronunciation skills I've learned from the programme is very effective and practical at work.

Tammy Tsui, Senior MIS Manager, Pacific Textile Group

Fees (per course)

HKMA Members: HK\$2,800
Non-members: HK\$2,950

Language Medium

Bilingual delivery, mainly in Cantonese and supported by English for "Accurate English Pronunciation"; "Reading to Understand"; and English only for "Writing Business English"

Registration

Please complete the registration form and return it together with appropriate fee(s) 10 days before first day of class. Reservations by fax (2365 1000) are welcome but are subject to confirmation by payment in full prior to programme commencement. For information, please contact **Ms Jane Ma at 2774 8552** or **Mr S H So at 2774 8550**. For registration details, please contact Ms May Tang at 2774 8553. Successful applicants will be notified by telephone. No separate letter of acceptance will be issued. As space is limited, bookings will be on a first-come, first-served basis.

- Please photocopy for more registration forms if necessary.
- No refund will be made after payment, but participants can arrange to have their places substituted should they be unable to attend the programme.
- Personal data will be used for the purposes of market research, programme development and direct mailing.
- The HKMA supports the equal opportunities policy, without discriminating against any person on the grounds of gender, disability, family status or any other basis.

Registration Form

**To: Director General
The Hong Kong Management Association
16/F Tower B Southmark
11 Yip Hing Street
Wong Chuk Hang HONG KONG**

Please reserve one seat for the following Course(s) on (Please tick):

A. Accurate English Pronunciation:

- i. 24 & 31 July 2010 (AC-A0166-2010-4-F) iii. 5 & 6 October 2010 (AC-A0166-2010-6-F)
ii. 27 & 28 August 2010 (AC-A0166-2010-5-F) iv. 4 & 5 November 2010 (AC-A0166-2010-7-F)

B. Writing Business English:

- i. 5 & 6 August 2010 (AC-A0169-2010-4-F) iii. 19 & 20 October 2010 (AC-A0169-2010-6-F)
ii. 21 & 22 September 2010 (AC-A0169-2010-5-F) iv. 17 & 18 November 2010 (AC-A0166-2010-7-F)

C. Reading to Understand:

- i. 14 & 15 July 2010 (AC-A0170-2010-2-F) iii. 24 & 25 November 2010 (AC-A0170-2010-4-F)
ii. 28 & 29 September 2010 (AC-A0170-2010-3-F)

Enclosed is a crossed cheque for HK\$ _____ (made payable to The Hong Kong Management Association) for the programme. Cheque No. _____

Name: Mr/Ms _____

HKID Card No.: _____ HKMA Membership No.: _____

Position: _____

Company: _____

Company Address: _____

Co. Telephone: _____ Fax (office): _____

E-mail: _____

Where did you **FIRST** learn about this programme?

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- Email Promotion from HKMA Direct Mail by Post HKMA Website
 MTR Station Display (Please specify): _____ Exhibition (Please specify): _____

Signature: _____ Date: _____

Name & Title of Nominator (if applicable): _____

Nominator email/address: _____

Fee paid by company self Correspondence company home

Please fill in the following information if a cheque/receipt is not attached.

Our company undertakes to pay the course fee for the above applicant.

Name of Contact Person _____ Telephone No. _____

Signature: _____ Company Chop and Date: _____