

Introduction

For many professionals, presenting in English is increasingly important. Presentations are a form of communication. So the basis of a successful English presentation hinges on two key aspects:

- proficiency in English
- other verbal and non-verbal communication skills

Both aspects may be honed to perfection by well-directed attention to learn the tricks of the trade: ‘the icing on the cake’.

Goal

This course is aimed at assisting professionals with a basic proficiency in English to bring their presentations in English on to an overall higher plane.

Communication and presentation skills will be developed from scratch, and command of the English language (grammar, pronunciation, vocabulary, idioms) will be polished.

Approach

By creating a workshop environment, the course provides:

- ample practise
- relaxed atmosphere

Almost all of the contact time is devoted to practise by the participants. One-way teaching is restricted to a few selected topics. Extensive group interaction is supplemented with individual coaching, promoting team building in stride.

A dual approach is applied:

- Presentation skills are developed by raising awareness of the relationship between speaker and audience. Pointers are given on how to get the desired message across by application of verbal and non-verbal techniques.
- Spoken English is improved by raising awareness of the differences between English and Dutch as the mother tongue. By means of ‘contrastive grammar’ insight is gained into the peculiarities of either language and consequent potential pitfalls.

The course is based on two generally available textbooks, one for each subject.

Small groups

For optimal results each participant requires sufficient practise, feedback and attention. This can be ensured in groups of 4-6 participants only.

Flexibility

Just to give an example, 10 sessions, consisting of three 45-minute modules each, work out very well in practice.

The modules may be:

- presentation skills
- contrastive grammar
- additional presentation practice

However, for presentation skills as well as for contrastive grammar, a selection is made of topics to be dealt with.

It is evident that topics and assignments are *fully tailored* to the needs of the customer, and to the level of the participants.

The modular composition of the course allows all the flexibility required, and more.

Other courses

AC&C is devoted to tailor-made in-house courses of English, Dutch and communication skills.

‘The Icing on the Cake’ was originally developed by AC&C for the Erasmus Universiteit in Rotterdam.

This or any other course containing elements of English, Dutch and/or communication skills can either be adapted or developed from scratch to suit the precise needs of your company or institute.

Aiking Communication & Consultancy

AC&C was founded by *Drs Marijke Aiking*. She studied English at Indiana University, Bloomington, Indiana, USA, and at the University of Amsterdam. She taught English and Dutch at the PACE Language Centre, Amsterdam, and many secondary schools, such as Haags Montessori Lyceum, The Hague, and Barlaeus Gymnasium, Amsterdam.

AC&C is devoted to tailor-made in-house courses of English, Dutch and communication skills.

Among its clients are:

- Erasmus Universiteit, Rotterdam
- RIVM, Bilthoven
- INTA communicatietrainingen, Leek
- Universiteit Leiden
- Universiteit van Amsterdam (AMC)

For information please contact:

Drs Marijke Aiking
Majella 14
1186 CE Amstelveen
Phone +31 - 20 - 640 2900
Mobile +31 - 6 - 3609 2084
Email m.aiking@hccnet.nl



Aiking
Communication & Consultancy

The Icing on the Cake

An In-Company Tailor-Made Course

Designed for Non-Native Professionals

- to develop presentation skills
- to improve spoken English



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