

CROSSING LANGUAGE BARRIERS



Business and Professional  
Enhanced language training  
and services in Edinburgh





## Welcome to inlingua Edinburgh!

“Since 2005, we have been helping businesses and individuals to cross language barriers and succeed in their professional and personal goals. Whatever your requirements may be, my team and I will ensure they are met in the most effective way possible through our unique and collaborative approach to language training and services.”

**Roland Becker, Director**

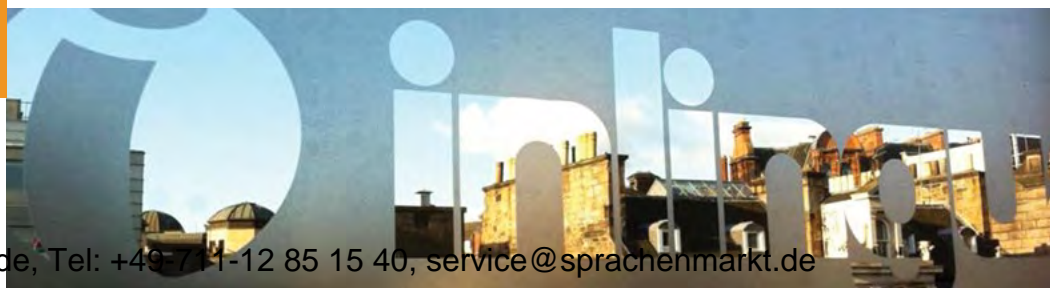
## Why choose us?

- We have the strength of a global organisation and the flexibility of an independent business, enabling us to offer world-renowned courses which can be tailored to suit your specific needs.
- We only hire qualified, native-speaking trainers who are committed to your learning progress.
- Our classes are run in small groups to ensure the most effective and productive learning experience with a focus on spoken-language practice.
- We use excellent teaching material and resources in line with the inlingua method, which has benefited millions of private and business clients worldwide.
- Our dedicated staff are flexible and customer-orientated with a focus on personal service. Each member of our team has a strong language learning and/or teaching background with a passion for the field.
- We provide the opportunity to continue your studies abroad at an inlingua centre based in a native-speaking country of your target language.

### About inlingua International

inlingua Edinburgh is part of **inlingua International**, one of the world’s leading language training organisations. Formed in 1968, inlingua International now has over **350 language centres** in 44 countries across Europe, Africa, Asia, the Middle East and North and South America. Each centre is independently owned and run whilst staying true to the same high quality ideals and training principles established by inlingua.

About Edinburgh	3
Our Language Centre	3
The inlingua Method	3
Business English Courses	4-6
Business English Exam Preparation	7
Networking Opportunities	7
Business Role-plays	7
Foreign Language Courses	8-9
Intercultural Training	9
Translation and Proofreading	10
EU Sponsored Work Placements	11
Accommodation	12
Social Programme	13
Practical Information	14
Next Steps	15



## About Edinburgh

As the capital city of Scotland, Edinburgh is home to a wealth of UNESCO World Heritage Sites, beautiful architecture, culture and international festivals. It also plays a prominent role in international business across a number of industries including finance, technology and software, creative industries, life sciences and renewable energy.

Here you can take advantage of many potential business opportunities whilst making significant progress in your target language. The people of Edinburgh are friendly and have a clear accent that is easy to understand, making the city an enjoyable and sociable place to study.

## Our Language Centre

Our premises are centrally located in the heart of Edinburgh. Clients can enjoy easy access to Edinburgh's main attractions as well as a diverse selection of bars, restaurants and shopping facilities.

Within our language centre, clients have access to free Wi-Fi and use of computers throughout the building as well as our comfortable lounge equipped with self-access study material and complimentary tea and coffee.

Our training rooms are bright and comfortable with a friendly atmosphere, making language learning both enjoyable and productive.

## The inlingua Method

We use the world-renowned inlingua Method which employs a dynamic and practical approach to language learning.

The approach focuses on the functional aspects of your target language in order to make language learning both efficient and enjoyable. Rather than memorising long lists of vocabulary and grammar rules, you will gain skills in practical, real-life situations whilst being trained on accuracy, fluency and pronunciation.

The method is flexible to allow the teacher to adapt their approach in order to meet the individual needs of the client whilst ensuring that core skills in speaking, listening, reading and writing are integrated into their technique.



# Business English courses

We offer a wide range of General and Business English courses with a choice of group courses or one-to-one tuition for more intensive learning.

We cooperate with clients to design the most effective learning programme for the business or individual and can tailor our courses to focus on specific industries and requirements.

Course modules can include the following:

- **Banking and Finance**
- **Interview Skills**
- **Managing Successful Meetings**
- **Presentations and Negotiations**
- **Socialising**
- **Telephone Conversations**
- **Intercultural Communication**
- **Business Correspondence**
- **Travel and Tourism**
- **Human Resources**
- **Real Estate**

Business courses are also suitable for and can be tailored towards a variety of sectors, including:

- **Senior Management**
- **Human Resources**
- **Travel and Tourism**
- **Business Administration**
- **Oil, Gas and Electricity**
- **Law**
- **Manufacturing**
- **Project Management**
- **Finance**
- **Sales and Marketing**

Methods of teaching:

- **One-to-One**
- **Half Day Group + One-to-One Combination Courses**
- **Business English Mini Group Courses**



*"Learning is fun and varied...  
atmosphere fantastic...  
a successful experience."*

**P Zemke, Company Director, Berlin**



## One-to-One Course for General or Business English

This intensive, **total-immersion course** is designed for those who need to make fast progress in a short time. It can be tailored to meet specific needs and objectives but will consistently include the following:

- Introduction and needs analysis.
- Speaking and listening skills which include fluency development for social interaction, grammar, vocabulary development, pronunciation (rhythm, intonation and stress), idiomatic and colloquial language and error correction.
- Reading and writing skills which include grammar, vocabulary development, sentence structure, letter and report writing and business correspondence such as email and other specific requirements.

Individuals can choose from 20, 30 or 40 lessons. You can also book an additional 10 lessons and have lunch with a teacher to practice your English in a social context outside the classroom.

The duration of each lesson is 45 minutes. We offer **flexible hours** to cater for your individual requirements and can even provide tuition over Skype. Many of our one-to-one business clients combine their classes with other travel and experience packages or use the flexibility of our tuition to fit around their working schedule.

## Half Day Group + One-to-One Combination Course for General or Business English

Many of our clients choose to combine our General English courses with Business English. We offer General English classes in the morning which are conducted in small groups of a maximum of 10 students and there are no mixed-level groups. In the afternoon, we provide Business English courses on a one-to-one basis or in small groups, depending on availability of clients with shared requirements.



# Business English Mini Group Course

The Business English Mini Group course is designed for professionals and business people who prefer to work in a small group (maximum 4). This course is ideal for clients who wish to benefit from peer learning through group conversation and comprehension whilst having plenty of access to a trainer. It is designed to give the client the skills to communicate effectively in English and improve their confidence when working in a business environment.

**The course is aimed at people with an intermediate level of English or above and includes the following:**

- Presentations • Negotiations • Meetings • Socialising
- Telephone Conversations • Report Writing • Email

**By the end of this course, clients should be able to:**

- Communicate confidently and fluently in English
- Deliver clear and effective presentations
- Participate in meetings and negotiations on equal terms
- Be able to influence, persuade, compromise and be assertive
- Communicate with a high level of grammatical accuracy and vocabulary
- Extract all relevant information from written text
- Write reports, letters and emails
- Deal with telephone calls and video conferences effectively
- Deal with intercultural and social situations
- Discuss current affairs and business topics

## Example Business English Course Timetable

### Monday-Friday, 9.30 to 12.45

#### Needs Analysis

Each week, we collaborate with the group to assess their needs and problem areas and design the course accordingly. The trainer will focus on language errors with controlled practice and exercises.

#### Speaking/Listening Skills for Spoken Performance

This includes the following areas:

- Presentations: role-plays, voice projection, posture, body language and confidence
- Meetings and negotiations: how to influence and persuade, compromise, be assertive and solve problems

- Socialising, interview & intercultural skills
- Telephoning & video conferencing skills
- Case studies

### Lunch 12.45 to 13.45

### 13.45 to 17.00

#### Reading/Writing Skills for Written Communication

This part of the course will focus on written skills such as report writing, emails and general business correspondence. There will also be a group discussion based on a business-related topic or text. This section will also focus on vocabulary, grammar and pronunciation problems along with any other requests.

*Please note the above timetable is a guide only and may vary depending on your chosen course option.*



# Business English Exam Preparation

We offer preparation courses for the following examinations:

## BULATS

This is a testing service used by organisations to assess the language skills of employees, trainees and job applicants. BULATS tests communication skills that are required in real business situations. It enables testing of all four skills: listening, speaking, reading and writing.

[www.bulats.org](http://www.bulats.org)

## Cambridge BEC Vantage

The Cambridge Business English Certificate (BEC) Vantage is for professionals who need to use English as a foreign language in their existing or prospective careers. The examination is aimed at those with an upper-intermediate level in English.

[www.cambridgeesol.org/exams/professional-english/bec](http://www.cambridgeesol.org/exams/professional-english/bec)

## Cambridge BEC Higher

The Cambridge Business English Certificate (BEC) Higher is also for professionals who require English as a foreign language but is aimed at those who have an advanced level of competency in English.

[www.cambridgeesol.org/exams/professional-english/bec](http://www.cambridgeesol.org/exams/professional-english/bec)

# Networking Opportunities and Company Visits

Edinburgh is an excellent location to find new business opportunities, with some of the world's biggest private and public sector organisations holding a significant presence in the city.

Through inlingua Edinburgh, you will have the opportunity to visit local companies of interest and meet like-minded professionals through arranged visits or networking events hosted by organisations such as The Chamber of Commerce.



# Business Role-plays

We organise simulated business meetings using case studies so that clients can practise their English in a real-life context.

The meetings are observed by trainers and clients are given constructive feedback on their performance.



# Foreign Language Courses

**In today's global market, foreign language training for business professionals can be key to individual and organisational success. Learning a new language can open the door to new markets or increase your existing presence in target markets around the world. Understanding the language of international partners and clients demonstrates an appreciation for their language and culture and helps to build longstanding business relationships.**

## About our Courses

We offer a range of courses which can be tailored to suit your requirements in over 21 different languages. If your chosen target language does not appear on our list of courses offered, please get in touch and we will try to accommodate you.

Lessons can be held in our centre or at your office and we can provide a range of learning options including group lessons, shared private (duo) lessons and private tuition. For in-house group lessons, we recommend that the class size does not exceed 10 persons in order to maximise learning efficiency for each individual. For those who are travelling frequently, we also offer the option to receive tuition over Skype.

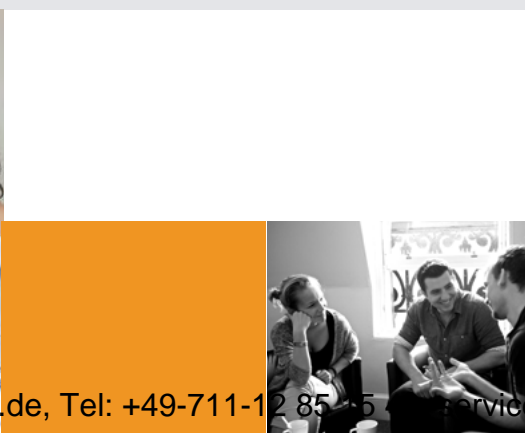
## Continuing Courses Abroad

As inlingua Edinburgh is part of a global network of over 350 language centres, we can arrange for our clients to spend part or all of their course at an inlingua centre in a country which speaks the chosen target language with minimal disruption to the client's studies.

Overseas courses can be taken for any duration from a minimum one week onwards and are an ideal option for business clients who are relocating to an overseas office within their organisation.

## Business Language Courses

We offer training in your desired target language on any of the subjects previously mentioned in our Business English section, and can customise your learning experience to complement your industry and objectives. Our business courses cover the language skills required to work effectively in real-life situations. Modules are organised around relevant topics so that clients can communicate with colleagues and associates in a functional business context.





## General Purpose Courses

We offer language courses to suit all levels from Beginner to Advanced. Whether you are looking to learn a new language for your professional development or for social or general purposes, our courses will help you to achieve your objectives. Our courses enable clients to acquire structures and vocabulary progressively and efficiently so that they are able to communicate effectively with native speakers on a number of topics.

## Methods of Learning

### One-to-one lessons

This is the fastest and most efficient way to learn a new language or improve on your existing skills. It is also the most convenient as the lessons can be taken to fit around your own individual schedule, learning style and requirements.

### Shared private / Duo Lessons

These are private lessons for two people per class and offer a similar level of convenience and efficiency to one-to-one lessons.

### Group Lessons

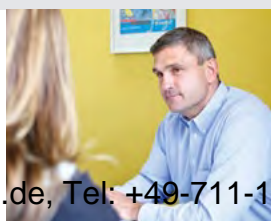
In addition to tailored, in-house group lessons for your company, we also offer open courses consisting of small conversation groups. These courses run throughout the year and are led in groups of 3-10 students. They last for 8-12 weeks per term, depending on the number of students per group. Classes are generally given once per week in the evening from 18.30 to 20.00. However, if this time is unsuitable, please get in touch and we may be able to accommodate you if your availability coincides with that of other students.

## Intercultural Training

In order to conduct business effectively on a global scale, it is important to understand the cultures, values and business practices of your chosen target markets.

ilingua Edinburgh offers global consulting and results-orientated intercultural training to help our clients succeed internationally. Whether you are about to launch your company into new export markets, or you would like to focus on building relationships with your international clients and partners, we offer intercultural programmes which can be customised to meet your objectives.

Our services also include expatriation programmes which allow incoming or outgoing employees and their families to prepare for life in a new working and living environment, making the cultural transition as seamless as possible.



# Translations

inlingua Edinburgh is pleased to offer a bespoke translation service, with fully-certified, professional translators working in most of the world's languages. We employ the highest possible standards in translation, working across numerous sectors such as international business, health care and legal services in Scotland and around the UK.

Previous translation work carried out by inlingua Edinburgh includes:

- CVs
- Websites
- Promotional materials
- **Birth certificates**
- Business contacts
- Legal documents
- Presentations
- Advertisements

## Our Translators

Our translators are fully qualified with years of experience in their selected fields and subjects. Each translator is a native speaker of the target language into which they are translating and is committed to ensuring that their translation accurately portrays the intended meaning of the original document. This avoids the danger of producing 'literal translations' which are often far removed from the sentiment or meaning that the client wishes to express.

## Pricing Structure

**inlingua Edinburgh's translation service operates with two price structures:**

- Minimum charge for less than 300 words – if your document has less than 330 words (word count in source language), then our minimum rate will apply.
- Pro rata charge per 1000 words – if your document comprises various pages of densely written text, then our *pro rata* rate will apply (word count in source language).

## Proofreading

We offer proofreading services to cater for a variety of needs, including:

- One-on-one writing consultations
- Light proofreading
- Editing



# EU Sponsored Work Placements

Get extra help with your company's workload by participating in the **Erasmus+ programme**. The programme is funded by the European Union and is designed to help European citizens to develop themselves personally and professionally whilst gaining international work experience.

We place students from EU countries in Scottish businesses for periods of 1-6 months for valuable and mutually beneficial internships. Students are awarded grants based on merit, then matched by inlingua to a placement appropriate to their skills. The programmes have been extremely successful and provide an excellent opportunity for both the students and participating companies.

## Benefits to your organisation:

- Unpaid internships via European Community / EU Grants
- Minimum of 2 weeks' English language tuition prior to placement
- Tested and screened English levels of participants
- Co-ordinated in Scotland by experienced professionals
- Various skills available including administration, IT, hospitality, graphic design and media.

*"Marie Curie Cancer Care has enjoyed a long and supportive relationship with inlingua Edinburgh and has benefited from the Leonardo da Vinci student work placement programme. The students offered by inlingua Edinburgh provide an invaluable low cost resource for a great variety of activities."*  
Stewart Marks, Marie Curie Cancer Care, UK



# Accommodation

We are pleased to offer a variety of accommodation options for our clients. Whatever your requirements may be, we will do everything we can to ensure your stay in Edinburgh is as comfortable and enjoyable as possible.

## Home-Stay

- Live with a family in one of our carefully selected and comfortable homes
- Single room with shared or private bathroom
- Choice of self-catering or half board
- Laundry facilities
- Key provided
- All home-stays are located nearby good bus routes to the city centre for easy access to the school
- Opportunity to speak English with the family outside the classroom

## Student Residence

– available mid-June to end of August

- Self-catering apartment
- Shared kitchen or studio options available
- Communal lounge area
- Laundry facilities

## Guest House/B&B

- Full breakfast Served
- Dinner not included
- Central locations around Edinburgh

## Hotels

- We can provide details of 3\*, 4\* and 5\* hotels which are located in the city centre within easy walking distance of the school
- Excellent option for business travellers who require all the facilities you can expect from our preferred hotels



Hotel



Home Stay



Self Catering

# Social Programme

ilingua Edinburgh offers you the opportunity to immerse yourself in Scottish culture and meet other like-minded international clients through our regular social programme. We offer a wide range of activities which will allow you to practice your English whilst making the most of your time in Scotland.

**Some of our regular social events and activities include:**

- Traditional music events
- Ceilidh dancing (Scottish traditional dancing)
- Guided tours around different regions in Scotland
- Guided Edinburgh gallery and museum tours
- Traditional Scottish pub nights
- Coffee discussion evenings
- Open top bus tours
- Scottish dining evenings
- Ghost tours
- Sports evenings, including 5-a-side football
- Whisky tastings: inlingua Edinburgh has membership to the exclusive Scotch Malt Whisky Society (SMWS) and regularly organises in-house whisky tastings with the SMWS's own tasting specialist.



# Practical Information

## Our location

inlingua Edinburgh is located on Shandwick Place in Edinburgh's West End, just off Princes Street which is the city's main shopping street (see map below). The centre is easily accessible by foot from anywhere in the centre of Edinburgh and is served by multiple bus routes from in and around the city, including the Airlink bus service to the airport. One of the city's main train stations is just a 10-minute walk away and the nearest tram stop can be reached on foot in two minutes.

## Getting to Edinburgh

Edinburgh is easily accessible by road, rail, air or sea. Edinburgh Airport is well connected with flights from more than 40 airlines travelling to and from over 100 destinations worldwide. From the airport, the city centre is easily reached by tram, bus or taxi with the average journey taking around 30 minutes. We also offer an airport transfer service.

If you have business in other parts of the country, you can travel to Edinburgh easily through its well-connected rail and road networks.

## Travelling in and around the city

Edinburgh is a compact city which means that most places are easy to get to on foot. There is also an excellent local bus network which covers the majority of the city and cycle lanes for those who prefer to travel by bike. Good train and bus services also give you easy access to the wider Lothians region and other parts of Scotland.

## Shopping

Edinburgh has an eclectic mix of stores, from gift shops selling traditional Scottish keepsakes, to contemporary and stylish department stores such as Harvey Nichols.

## Eating

Edinburgh has more restaurants per capita than anywhere else in the UK, offering everything from international cuisine such as African, Thai and Turkish to traditional and contemporary Scottish delicacies. For those staying in self-catered accommodation, there are a range of supermarkets located around the city as well as many smaller delicatessens selling a range of Scottish and international foods.

## Sports and leisure facilities

Edinburgh offers a range of sports and leisure facilities, many of which are open to the public and do not require membership. There are also several gym and spa facilities located around the city which are available on a pay-per-visit basis.

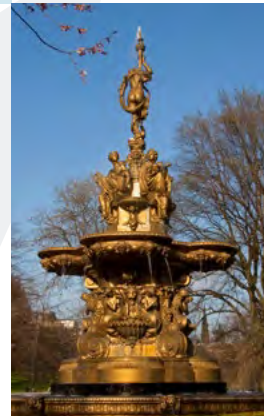
## Conference venues

Edinburgh and the surrounding area offers a wide range of contemporary and historic venues which are available to hire for conferences. Notable venues include elegant stately homes, The Royal Yacht Britannia, Edinburgh Castle, and the Royal Museum.



# Next Steps

If you would like to book any of our services, or if you would like any further information, please get in touch with us. We would be delighted to cooperate with you in creating a customised programme that is suited to your personal or professional requirements.



Accredited by the  
 **BRITISH  
COUNCIL**  
For the teaching of English

**ENGLISHUK** 



 **inlingua**<sup>®</sup>

*Edinburgh*



 **inlingua**<sup>®</sup>  
CROSSING LANGUAGE BARRIERS

inlingua Edinburgh  
40 Shandwick Place  
Edinburgh EH2 4RT  
Scotland

