



building a globally competitive community

2011 NAITA Cross Cultural Communications Series: Achieving Cultural Competency: Getting From Here to There

Friday • February 4, 2011 • 8:00 a.m. – 12:00 p.m.
at The Westin Huntsville • Bridge Street • 6800 Governors West • 35806

NAITA presents the 2010 Cross Cultural Communications Series, kicking off with a broad program on **Achieving Cultural Competency: Getting from Here to There**. International business endeavors demand a practical understanding of Cross Cultural Communications Differences followed by application of Cross Cultural Communications Strategies to engage different cultures. Businesses usually don't have time for semester-length training programs or degrees in cross cultural communications, yet they need cross cultural skills to better perform their jobs and to succeed in this cross cultural world – now.

This seminar is ideal for the American business, agency, or organization that wants enhanced business relationships, larger sales numbers, and especially, *less difficulty working with their international colleagues*. Do you manage, train, work with, sell to (or want to sell to) internationals? If so, this training is just what you need because it eliminates most of the Cross Cultural Communication barriers.

You already know how to do your job – this training makes it easier for you to do even better. This program will help you function more effectively, and eliminates most of those "cultural problems" (you know the ones that take weeks to remedy) *before* they develop. These Cross Cultural Communications Strategies have proven especially effective for international business and for U.S. government agencies dealing with internationals overseas or stationed here, including Security Assistance and Foreign Military Sales (FMS). Dr. Culture has also trained international Special Forces personnel.

The program will be led by Dr. Thomas Connell (aka Dr. Culture), President of Interlink Consulting Services (ICS) – a company of over 350 subject matter experts specializing in Cross Cultural Communication Business Strategies, Regional Orientation, Terrorism Awareness, and Personal Security-Travel Safety training. He is a world-class speaker, trainer, author, international troubleshooter, and recognized authority on Cross Cultural Communication differences, Travel Security, and International Business Travel.

This seminar will kick off a series of briefings that will include more specific training on several countries/regions of the world. **The first country specific briefing will focus on China on March 3, 2011.**

Cross Cultural Communications Seminar RESERVATION FORM

February 4 • 8:00 a.m. – 12:00 p.m. • at The Westin • 6800 Governors West • HSV, AL 35806

Annual Meeting Only: _____ \$35 NAITA Member/USG _____ \$50 Potential Member
Seminar Registration Only: _____ \$75 NAITA Member/USG _____ \$100 Potential Member

SAVE-Annual Mtg. AND Seminar: _____ \$95 NAITA Member/USG _____ \$135 Potential Member

NAME _____ TITLE _____

COMPANY _____ PHONE _____ FAX _____

ADDRESS _____ email _____

CITY _____ STATE _____ ZIP _____

Register & Pay Online at www.naita.org, click "Events," click "Register Online Now" next to event.

Please Fax to 256.532.3704 OR Mail check to: NAITA • P.O. Box 2457 • Huntsville, AL 35804

Contact NAITA at 256.532.3505 or naita@naita.org for further information.

Reservations & Cancellations Must Be Received Prior to February 1, 2011. Substitutions Accepted.