

## Chinese Cultural Awareness Workshop

Word of mouth is the most valuable form of advertising, so for your Chinese visitors to go back to China and rave to their friends and relatives about their amazing South Australian experience, it is crucial that you meet the needs of your Chinese guests and understanding important cultural differences.

Exclusively designed for the South Australian tourism industry, this half-day workshop will help you understand:

- **Differences between China and Australia : food, traffic, housing, personal space**
- **Pronunciation of Chinese names : method to pronounce names such as 'Xiao' and 'Zhu'; business card etiquette**
- **Chinese communication styles : indirect, non-verbal and group oriented communication**
- **Chinese hierarchy : hierarchy in the family and in the workplace**
- **'Face' : losing 'face', gaining 'face', giving 'face' and 'face' in relation to promoting your product/service to a Chinese customer**
- **'Guanxi' (networking/relationships) : how to build and maintain 'guanxi' and acknowledging significant festivals in the Greater China region**
- **Meetings : presenting to a Chinese audience and working with an interpreter**
- **Hosting a Chinese delegation : seating positions, social etiquette and appropriate gifts**

### ABOUT THE CLCA

*Chinese Language and Cultural Advice was formed in 1998 to provide Chinese cultural and language services to companies and organisations doing with, or seeking to do business with the Greater China Region. After living in the Greater China Region for several years, Managing Director, Leonie McKeon's practical hands on experience provides a unique platform to help*

*Australians understand Chinese language and culture.*

*"Leonie was excellent. Definitely knows the Chinese market. She gave specific recommendations on how to be market ready for the Chinese visitor."*

*- Testimonial from the 2011 SA Tourism:*

*Surviving & Thriving Conference*



## COURSE DETAILS

Mount Gambier	4 April
Port Augusta	2 May
Murray Bridge	14 June
Adelaide	21 June
Victor Harbor	8 August
Kingscote	9 August
Kadina	4 September
Port Pirie	5 September
Clare	6 September
Whyalla	26 September
Mount Barker	3 October
Barossa	11 October
Port Lincoln	7 November

## INVESTMENT

SATIC Member: \$235

Non Member: \$305

Incl. GST and a comprehensive workshop booklet

## TIME

9.30am – 1.00pm

### OR

1.00pm – 4.30pm

Incl. morning/afternoon tea

## TO SECURE YOUR SPOT

Please visit:

<http://www.mybookingmanager.com/chinese-cultural-awareness>



Please note: If minimum numbers are not met, you will receive notification of the cancelled event and receive a reimbursement of your payment.

Please note that if you should cancel within 6 days of the scheduled course, you will not be refunded.

For more details, please contact Chloe Camilleri (SATIC Training and Events Coordinator) on 8110 0128 or [chloe@satic.com.au](mailto:chloe@satic.com.au).