



Developing effective communicators for the international environment

# Developing effective communicators for the international environment

For 35 years students from all over the world have been working with us successfully to develop their communication skills.

Core components of the Pilgrims personal development process, which leads to effective communication, includes presentation skills, negotiating skills, working across cultures, team work and team building, creativity and problem solving, dealing with people in difficult situations, and developing effective learning strategies.

## Your integrated training day

You are immersed in a challenging programme which makes use of various training styles. This ensures that you enjoy a varied and effective programme that builds from early morning fluency workshops through to creative evening activities.



## Canterbury

### Your course in historic Canterbury

Historic Canterbury is a UNESCO World Heritage Site with two castles, six museums and the world famous Cathedral dating back to the Middle Ages. The Canterbury Tales permanent exhibition takes you back in time and allows you to join the pilgrims on their journey from London to Canterbury Cathedral.

Canterbury welcomes visitors all year round and so has a varied programme of cultural events throughout the year. Whether you like history, culture, shopping, country walks, the seaside, visiting places of interest, eating out, sport, the theatre, relaxing or nightlife – Canterbury has it all!

Nearby Whitstable is a delightful seaside fishing town featuring cafes, art galleries and craft shops, whilst London is only 110km from Canterbury.



# Choosing a Pilgrims course

## A rich programme of personal development

Based on your needs, the programme is designed around your personal learning style for gaining new knowledge, an approach which helps to ensure that language acquisition and usage are maximised. The learning environment is rich and you are immersed, along with a culturally diverse group of fellow students, into a challenging and transformational period of personal development.

## Your trainers

Pilgrims trainers are experienced and dedicated professionals who are committed to facilitating your learning and maximising your personal development. Our trainers have diverse backgrounds and many have worked in industry and business, thereby offering insights and knowledge from different fields.

## Excellent training centre

Situated in the centre of Canterbury, the Pilgrims training centre provides excellent facilities. These include:

- Well-equipped training rooms
- Use of video camera and digital voice recorder for voice and presentation analysis
- A computer room with free internet access
- Wireless internet access throughout the training centre
- Online self-study resources available
- A spacious and airy common room
- A well stocked and up-to-date resources area

## Testimonials

"Pilgrims made me confident to do business in English."

**Hironori Goda, Engineer, Teijin Fibers Ltd, Japan.**

"Total immersion is a good solution. I would recommend Pilgrims to colleagues with great pleasure."

**Marc Camus, Human Resource Operations, EADS Launch Vehicles, France.**

"It was a good and interesting experience – a full immersion, 24 hours a day! I would be happy to recommend Pilgrims to colleagues at Nestlé."

**Maria Luisa Reina, Head of Industrial Performance, Nestlé, Italy.**

"In England when you say you are welcome at Pilgrims it is not just a word. We really feel welcome."

**Didier Deon, Ministry of Education, France.**

"I'm able to assess training and this was very good and useful."

**Regine Pailhes-Roset, Training Manager, Bayer Crop Science, France.**

"I didn't expect such good results! Sometimes it's difficult to evaluate, but this time I really could distinguish my progress."

**Hayri Ersoy, General Director, Central Asia Trading, Turkey.**

## Pilgrims Client List

ALCATEL LUCENT

AMWAY

AREVA

ATOS ORIGIN

AXA

BAYER CROP SCIENCE

BRIDGESTONE

CISCO SYSTEMS

COCA COLA ENTERPRISES

CREDIT SUISSE

DELL

ECOLAB

EDF

ERNEST AND YOUNG

EXXON MOBIL

GENERAL ELECTRIC

HENKEL

HITACHI

JAPAN TOBACCO

L'OREAL

LUFTHANSA SYSTEMS

MAN GROUP

MAXMARA FASHION

mitsubishi electric

MVV ENERGIE

NKT CABLES

NOMURA SECURITIES

NORD DEUTSCHE LANDESBANK

NYSE EURONEXT

ORACLE

ORANGE

PIRELLI TYRES

ROCHE

RWE

THALES

THOMSON REUTERS

THYSSENKRUPP

TOHMATSU

UNILEVER

VATTENFALL

VEOLIA

VW AUDI ESPANA

# Orchestrated learning™ programme



timetabled structure. In fact, the open architecture of the Orchestrated learning programme, allows for a truly organic course, at the heart of which lies total flexibility, and responsiveness to change.

The continuous development of the week together with your personal and linguistic development, are synchronised and optimised – or as we would say: ‘Orchestrated’, so as to achieve optimum, measurable results.

The open architecture of the Orchestrated learning programme has been carefully designed to help foster the greatest possible level of individual attainment, in an optimum period of time.

## Here’s how it works:

Following a thorough initial understanding of your abilities, interests and requirements, (via our Competency Development assessments) we plan and fashion the week in such a way as to be able to maximise the language learning that takes place.

Typically, we concentrate on choosing and selectively combining elements from the following core-skills areas:

- Exposure to the language and its nuances
- Personal skills development
- Task and Performance
- Scenario Development

Unlike more traditional language courses however, we are in no way constrained by a rigid and overly-

## Open architecture:

A typical programme may comprise say, 8 students working with 3 full-time trainers. These trainers work exclusively with you all week facilitating your progress and managing your learning needs. As can be seen from the representative table, this approach allows us to fully ‘orchestrate’ the week’s learning opportunities within the open architecture that we have designed.

For example, any training day may be divided into a number of independent learning sessions running concurrently; carefully fashioned by your needs and abilities, and each in tune with the other.

This means that you may, at any given time, be working in a group of perhaps 3 or 4 analysing the nuances of the English Language, or you may be Developing your Personal Skills in a one-to-one session, or honing your negotiation skills in Task & Performance, or perhaps discussing the marketing of a new venture with fellow students in the development of a Scenario.

## A representative Monday

The table below is an indication of what may typically happen on a Monday. Any Orchestrated session will always reflect your needs, so student numbers and content will vary each day.

Times:	Session:	Specifics:	Students:	Trainers:
<b>MONDAY</b>				
09.00-10.00	Needs Analysis	Getting to know you Competency development Can do statements	8	3
10.15-11.15	Personal skills development	Number, trends, processes Ind - Personal needs dev Ind - Personal needs dev	6 1 1	1 1 1
11.30-12.30	Personal skills development	Explaining cause & effect Language of forecasting Ind - Personal needs dev	3 4 1	1 1 1
12.30-13.30	Lunch			
13.30-14.15	Self-guided study			
14.15-15.15	Task & Performance	Solving problems Ind - Personal needs dev Ind - Personal needs dev	6 1 1	1 1 1
15.30-16.30	Scenario	Building the Marketing case Ind - Personal needs dev Ind - Personal needs dev	6 1 1	1 1 1



## Shape of the day

Each training day is different, but mornings always begin with a fluency workshop before class, and following lunch, there is an opportunity for self-guided study, and to discuss progress with your mentor. Evenings provide a further opportunity to practice language via group projects and activities, with the Cultural Project providing an excellent format for working together on an issue of cultural interest and significance. You will present your findings at the end of the week.

## Beyond Language

Our ultimate goal is to turn all course participants into truly effective communicators in the predominantly English speaking world. To help support this, we build into the programme, a sound awareness of the softer inter-personal skills so essential in truly effective communication. Participants typically represent a number of nationalities, so there is always a very strong sense of working together as an international community, and in a variety of dynamic ways that truly emulate day-to-day life in the real world. These take the form of meetings, presentations, dealing with clients or colleagues, problem solving, negotiations, tele-conferencing and networking.

## Expected Outcomes

- Significant gain in your knowledge and ability to use the language

- Breaking through any barriers you find in language learning
- Understanding the ways in which communication involves more than just language
- Confidence in performing with increased effectiveness in an international environment
- Feeling positive about and enjoying working with English
- Improved cultural awareness
- Some appreciation of the relationship between the English language and the cultures that lie behind it
- Tools and strategies for continuing your study back home

## Checking your progress:

In addition to continuous feedback from trainers and mentors, course participants can take either a BULATS or TOEIC test to formally check their progress towards the end of the course.

**Course start date:** Every Monday throughout the year.

**Course duration:** Minimum: 1 week.

## Fees

Course fees per week	£
1 week	£1230
2-3 weeks	£1150
4-7 weeks	£1130
8-11 weeks	£1110



# Individual programme



## Who is the course for?

Anyone who wants an intensive, focused, personalised English language course. Especially suitable for:

- Anyone who has very specific needs that they have to focus on intensively
- Anyone who is at beginner or elementary level and who needs to build a secure language foundation

## What do you get from the course?

- An intensive focus on your own individual language needs
- Maximum gain in your knowledge and skills in the language in minimum time

- Study of specialised language where required e.g. finance, energy, and human resources
- Continuous feedback on your personal achievements
- Breaking through any barriers you find in language learning
- Understanding the ways in which communication involves more than just language
- Feeling positive about and enjoying working with English
- Improved cultural awareness
- Some appreciation of the relationship between the English language and the cultures that lie behind it
- Tools and strategies for continuing your study back home



## Features of the course

- 25 hours per week of intensive individual lessons to meet your personal needs
- Guidance and counselling throughout the course from your personal trainer
- Team-work on a cultural-investigation project to explore issues of working internationally
- Fluency practice sessions to promote active expression in the language
- Guided self-study time to develop your study skills
- An introduction to extensive free-study resources on the Internet
- A programme of evening activities (3 evenings) to promote your professional communication skills
- Support and stimulating conversation from experienced host families

## How is the course organised?

Your course consists of two morning sessions and two afternoon sessions with different trainers. They work together with you to prepare an integrated programme to meet your needs. Each morning you start with a fluency-practice session with all your colleagues. After lunch you can discuss progress with your counsellor and do some personal guided study. Then on three days after class there is a lighter and more relaxed evening activity with your colleagues where you can put into practice your language and skills.

## Course content per week

Fluency practice, individual training sessions to address core English skills or very specific needs, guided study and counselling sessions, lunch with trainers, cultural investigation workshop and evening activities – all contributing to an intensive and fully integrated learning day.

## How is each day organised?

08.30 – 09.00	Fluency Practice
09.00 – 10.15	Training Session
10.15 – 10.45	Break
10.45 – 12.00	Training Session
12.00 – 13.00	Lunch with Trainer
13.00 – 13.45	Guided Study / Counselling
13.45 – 15.00	Training Session
15.00 – 15.15	Break
15.15 – 16.30	Training Session
16.45 – 18.45	Evening Activity

## How can you check your progress?

As well as continuous feedback on personal achievements, towards the end of your course you can take either a BULATS test or a TOEIC test to check your progress. Your trainers can advise on the most suitable option for you.

**Course start date** Every Monday throughout the year

**Course duration** Minimum 1 week

## Fees

Course fees per week	£
1 week	£1930
2-3 weeks	£1850
4-7 weeks	£1830
8-11 weeks	£1810



# Accommodation

## Homestay

### Traditional

#### Accommodation per week £205 includes:

- Homestay with an English host family
- Bed, breakfast and evening meals plus lunch at the weekends

### Total care (Executive)

#### Accommodation per week £330 includes:

- Homestay with an executive host family – private bathroom available on request
- Breakfast and dinner daily with lunch at weekends
- Car to and from the Training Centre – Monday to Friday including evening programme.

Pilgrims considers the experience of staying with an English family to be an important part of your learning. Staying with a carefully selected host family gives you the opportunity to experience English life and culture.

### Hotel

Hotel accommodation is available if you prefer.

#### The Abode Hotel

Tel: + 44 (0)1227 766266  
www.abodehotels.co.uk

#### The Cathedral Lodge Hotel

Tel: +44 (0)1227 865350  
www.canterburycathedralodge.org

Please quote Pilgrims when making a reservation. For other hotels, please contact:

#### Canterbury Tourist Board

Tel: +44 (0)1227 378100  
www.canterbury.co.uk

# Travelling to and from Canterbury

## Travelling by taxi

The following discounted rates have been negotiated with SEBT – South East Business Travel.

When you contact SEBT give your name, time of arrival, flight number, departure airport, arrival airport and terminal and your accommodation address.

Remember to

- Book your return journey
- Bring enough English money to pay the driver
- Say you are a 'Pilgrims client'

South East Business Travel

**Tel: +44 (0)1634 812333**

**Mob: +44 (0)7973812333**

**Email: info@sebtltd.com**

Heathrow / Stansted Return £235

Gatwick Airport Return £185

Eurostar - Ashford International Return £95

Eurostar - Ebbsfleet International Return £140

## Travelling by bus

There are buses to London Victoria Coach Station from Heathrow, Gatwick, Stansted and Luton airports. You can catch a bus from London Victoria Coach Station to Canterbury Bus Station. Your host family or hotel is a short walk or taxi ride away.

Consult the National Express website for information on bus times and fares.

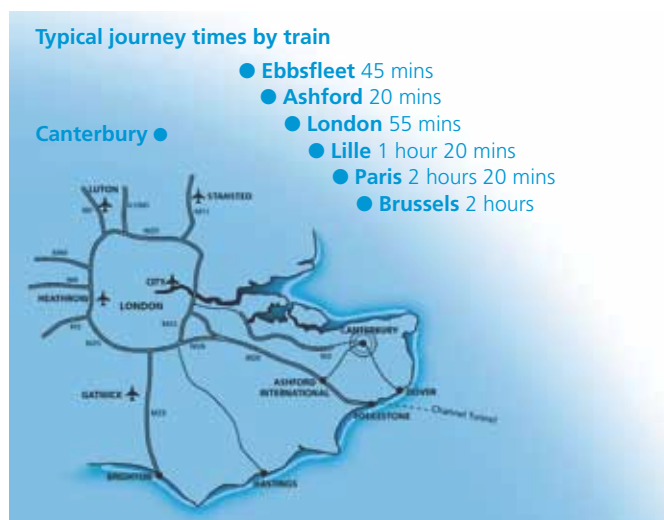
[www.nationalexpress.com](http://www.nationalexpress.com)

## Travelling by train

There are trains from Heathrow and Gatwick into London. Change stations via the Underground, or get a taxi to London Victoria for trains to Canterbury East Station or to London Charing Cross for Canterbury West train station. There are trains from Ashford International to Canterbury West station. Your host family or hotel is a short walk or taxi ride away.

Consult the National Rail website for information on train times and fares.

[www.nationalrail.co.uk](http://www.nationalrail.co.uk)



### ABOUT YOU

Family Name \*Mr/Mrs/Ms (\*Delete as appropriate)..... Mother Tongue .....

First Name(s)..... Nationality.....

Date of Birth..... Home Tel..... E-mail.....

Home Address.....

.....

### HOW DID YOU HEAR ABOUT PILGRIMS?

Friend/Colleague  Name..... Company Training Manager  British Council

Agent/Consultant  Name..... Internet  Pilgrims Mailshot

Other  Please Specify.....

Have you been to Pilgrims before Yes  No  When?.....

### COMPANY DETAILS

Company Name.....

Company Address.....

.....

Your Job Title..... Tel..... E-mail.....

Human Resources Manager..... Tel..... E-mail.....

### YOUR LEVEL OF ENGLISH

Please indicate your level of English in the following categories 1 = Beginner 6 = Advanced

LEVEL	1	2	3	4	5	6
Speaking						
Understanding						
Reading						
Writing						

### YOUR TRAINING COURSE FEES

Course: Orchestrated learning programme  Individual programme  £

Start Date..... Number of Weeks..... Course Fee \_\_\_\_\_

I wish to take a TOEIC® English Language Test Yes  No  Fee £90 \_\_\_\_\_

I wish to take a BULATS English Language Test Yes  No  Fee £28 \_\_\_\_\_

### ACCOMMODATION TYPE

**Total Care (Executive)**  @ £330 per week for.....weeks \_\_\_\_\_

**Traditional**  @ £205 per week for.....weeks \_\_\_\_\_

**TOTAL FEES** £

## HOMESTAY

If you are staying in Homestay accommodation, please answer these questions:

Do you smoke? Yes  No   
Do you have any allergies (e.g. animals, food or medicine)? Yes\*  No   
Will you bring a car? Yes  No

\*Specify allergy.....

What are your interests and hobbies?.....

## PAYMENT

**Payment of deposit is required when you book unless your company has an alternative agreement with Pilgrims.**

**Your course is only confirmed when we receive payment.**

## INVOICE ADDRESS (name and address of person paying if different to home address)

Invoice - Please send invoice to:

Name.....Country.....

Street.....Postcode.....

Town.....Fax: Area Code.....Number.....

Telephone: Area Code.....Number.....E-Mail.....

## PAYMENT DETAILS (Choose option 1 or 2)

**Pilgrims course fees of £**

**1. I wish to pay by bank transfer** and enclose a copy of the bank transfer papers with my name on

Transfer the total fees to The Language School Company Limited account at FORTIS BANK NV-SA, 5 Aldermanbury Square, London EC2V 7HR, England

Account number 3919 9501 SORT CODE 40-52-62 IBAN NUMBER: GB 74 GEBA 405262 3919 9501

SWIFT/ BIC GEBA GB22

PLEASE INCLUDE ALL BANK CHARGES.

**2. I wish to pay £**.....**by Visa/MasterCard**

Card Number:

3 Digit Security Code

Expiry date

Name of cardholder.....

Signature.....

Address of cardholder.....

Town.....Postal code.....Country.....

**Please ensure that you have enough credit on your card to cover the full fees.**

## CONFIRMATION

I agree to the use of my personal information, including health and religious or dietary requirements, set out in the terms and conditions. Yes  No

I agree that you can send me occasional information about Pilgrims courses and services. Yes  No

**Please sign below to confirm that you accept the terms and conditions of this booking as set out in this Registration Form and brochure.**

Signature.....Date.....

## IMPORTANT NOTES

### WHAT TO DO NEXT

You send your completed Registration Form with full payment to:

4-6 Orange Street

Canterbury

Kent, CT1 2JA England

Tel: +44 1227 762111 Fax: +44 1227 459027 Email: sales@pilgrims.co.uk

# Pilgrims - Terms and Conditions

## How to book a course

To secure a place on a Pilgrims course, please return the Registration Form together with payment of non-refundable deposit or book online at [www.pilgrims.co.uk](http://www.pilgrims.co.uk).

## Payment of fees

On receipt of the application and deposit a letter of confirmation is sent with a Statement of Fees which should be settled at least 4 weeks before the course starting date. In the case of registration less than 6 weeks before the course starting date, the full amount of the cost of the course must be sent with the Registration Form. PLEASE NOTE: students will not be allowed to start their course unless FULL PAYMENT has been received by the School. All bank charges must be paid by the student.

## Accommodation address

Accommodation begins on the Sunday before the course starts and finishes on the Saturday after the course ends. Students who have requested the School to book host family accommodation on behalf of the student will receive details of their host family address at least 5 days before the course starting date, unless they enrol late. This enables those students travelling independently to let the host family know of their approximate time of arrival.

## Conditions for cancelling or changing a course by the Student

- If the School receives the cancellation before the course starting date, the School will retain the deposit.
- After the course has started, a student must give 10 days' written notice to the Principal of changes to or cancellation of a course. A cancellation fee equivalent to 1 week's course fees will be charged. Refunds cannot be made for non-attendance, absence due to illness or any other cause.
- If a student wishes to be absent from the course for 1 or 2 weeks for the purposes of taking a holiday s/he must give the Principal at least 2 weeks' notice in writing.
- Students who choose to exchange their original choice of course for one of greater value must pay the difference between the two at the time of requesting the upgrade.
- Any refund due when a course is changed or cancelled, or a holiday taken, will be paid to the person who paid for the student's course at his/her home address at the end of the course. 'End of the course' here is defined as the last date of the course specified on the booking form (i.e. if a student books a 12 week course and decides to leave after 4 weeks s/he will not be refunded until 12 weeks after the start of the course).
- If a student is denied a student visa or study permit and provides the school with a copy of the rejection letter on or before the first day of classes, the school will refund the course fees.

## Change or Cancellation of a course by the School

Sometimes it is agreed between the School and a student that it would be beneficial for the student to be moved to another School course. When this happens only a course of at least equivalent cost will be offered by the School.

The School reserves the right to cancel a course, or make changes to course arrangements, without liability, if forced to do so for reasons beyond its control. If this happened, the School would seek to offer alternative arrangements, dates or venues.

If the School cancelled a course booked and paid for by a student in accordance with these terms other than for reasons beyond its control, and did not offer an alternative acceptable to the student, the School would pay compensation as follows:

- Where the cancellation is before the start of the course, compensation equal to the deposit paid by the student or
- Where the cancellation is after the start of the course, compensation equal to one week's fees.

## Liability and Insurance

Students should make sure that they organise their own travel insurance to cover medical costs and repatriation costs in the case of an illness or accident.

The School acts only as an intermediary between its students and travel organisations and between students and host families. Unless and to the extent caused by the School's negligence, the School cannot be held responsible for any delay or accident during a journey nor for any incident which may happen during the student's stay with the host family. The School will, however, endeavour to defend the student's interests in the event of breach of contract on the part of the travel organisation or the host family.

The School reserves the right not to allow on the course a student suffering from any illness, medical condition, or mental or physical disability which has not been disclosed on the Registration Form.

This brochure, issued by the School, gives the only terms and information that can be referred to in the event of a disagreement between the student and the School. These terms and conditions are governed by English law and do not affect your statutory rights under English law.

## Personal Information and Photographs

We use the personal information that you give us, including information about your health and religious or dietary requirements, to perform our contract with you. We may also use it to ensure that we comply with UK law, for internal training, or to send you further information about our courses and services. We do not share your details with third parties other than as necessary to perform our contract with you. The information you give us is kept securely on our computer system, and is accessible by the schools and offices in the group of companies to which the School belongs, including those outside the European Union. If you do not want to receive further information from us, please write to us at the address below. Please contact us if you want to see a copy of the information we hold, or have questions about our use of your information.

The School reserves the right to use photographs taken during courses to illustrate its promotional material. If a student wishes that his or her photo should not appear in this material, they should write to the School within one month of the photo-shoot. These photos have no commercial or contractual value.

## Information about the School

The school is closed on 25 December, 26 December and 1 January.

In these terms "the School" means the Pilgrims School where you book your course.

Pilgrims courses are operated by Pilgrims Limited, a company registered in England and Wales under company number 01272781 and with registered office at 38 Binsey Lane, Oxford, OX2 0EY United Kingdom.

Tel: +44 (0)1865 258300

Fax: +44 (0)1865 244696

All information correct at time of printing.

## Why not ask Pilgrims to design a course for your industry?

### Recent course developments include:

- English for Banking and Finance
- English for the Pharmaceutical industry
- English for Export Departments
- English for Human Resources Managers
- English for the Energy industry

## Pilgrims also runs courses for:



Order a brochure or visit [www.pilgrims.co.uk](http://www.pilgrims.co.uk)



4-6 Orange Street Canterbury Kent CT1 2JA England  
Tel: + 44 1227 762111 Fax: + 44 1227 459027  
Email: [sales@pilgrims.co.uk](mailto:sales@pilgrims.co.uk) Website: [www.pilgrims.co.uk](http://www.pilgrims.co.uk)



Registered office: 38 Binsey Lane, Oxford OX2 0EY