

PCI

PIMENTEL
COMMUNICATIONS
INTERNATIONAL



Helping You Make the Best Possible Impression

PCI (Pimentel Communications International) is a solution focussed language institute providing made-to-measure languages, culture and communication courses in some 30 languages nationwide. Implementing both traditional and new-media teaching methods, PCI offers the full range of training formats from intensive, one-to-one tutoring to internet-based, distance learning. Our promise is flexibility and personal attention: all of our courses can be made-to-measure to suit the needs and wishes of our clients.

Founded in 1989, PCI helps organisations and individuals improve their foreign language skills and is committed to concrete, measurable results. PCI stands for involvement and flexibility, combining a passion for languages and flair for communication. Already one of the Netherlands' leading language organisations, our ultimate goal is to contribute to enhancing careers by stimulating professional growth and personal development.

PCI Services at a Glance

- Courses in some 30 languages from Finnish to Mandarin
- Culture awareness and integration courses
- Organisation language audits
- Translation and copywriting services

Why choose PCI?

PCI offers:

- Personalised tuition
- Total flexibility with made-to-measure courses
- Study at the place, pace and time that suits you best
- One-to-one, group, or distance learning
- Highly trained, experienced native-speaking tutors
- The latest teaching methods
- ISO 9001 and CEDEO certification and a member of VTN

The Benefits to You

- Employees who are competent and confident in an international environment
- Increased business success overseas
- Improved relationships with foreign clients

Made-to-Measure (M2M) Learning

Business as usual

Because the language needs of every student and the structure of every organisation are different, all PCI language courses are Made-to-Measure (M2M). Whether you require a simple one-to-one language course or a culture course for your entire sales department, we'll sit down with you to identify your needs and acquaint ourselves with your unique situation. That way we'll be able to offer you a training programme that takes into account these needs as well practical aspects such as training locations and student availability. We want you to learn at the pace, place and time that suits best. And while you do, it'll be business as usual as far as the activities of your organisation are concerned.

We won't just teach you to speak a new language, we'll teach you to think in it

PCI courses are designed to help you learn fast, whether for professional or personal reasons. Using the M2M system, you learn a language based on your individual needs and at a level that is precisely suited to your abilities. To speed up your learning, the lessons take place almost exclusively in the language being studied. From the very beginning, you will be taught to think in the new language.



The whole story

When you choose to do a course with PCI, simply everything is taken care of.
Here's how we set to work:

Step 1: Identify the learning objectives

We start by interviewing each potential student to assess his or her language and communication skills. During this initial meeting, we'll also discuss their motivations and learning objectives, and the more practical aspects of the course as shown in the diagram below.

Where?	Own or chosen location, residential, in-company, e-learning
When?	Personal time commitment
How?	Individual or group, intensive or immersion
Why?	Learning goal/objective: Private, work or both
What?	Language, start and end level

If you require an in-company group training programme, it may be advisable to perform a language audit within your organisation at this stage. The language audit has been specially designed by PCI to help set learning goals by identifying the current language gaps of your employees.

Step 2: Propose M2M learning programme

Based on the information gathered during the interview and audit, we now create a personal M2M learning programme tailored to your situation. You'll be assigned a tutor whose background and experience best matches your specific learning needs and a final decision is taken on the location of the actual sessions.

Step 3a: Implement the programme

The course starts. During the lessons, the student(s) and tutor work through the course material, covering all aspects of the programme required to achieve the learning goals set earlier. Depending on the programme, the lessons are complemented by take-home assignments, books and multi-media resources.

Step 3b: Continual review and adaptation

To ensure the highest possible standard of quality, PCI has developed a system of checks and balances to monitor performance and progress. On an ongoing basis, the tutor will identify areas of difficulty and adapt the course accordingly. In addition, PCI also asks students to give regular feedback over the course and tutor both informally, and also by filling in a questionnaire after each series of ten lessons. In this way, any issues that arise can be quickly resolved and the programme adjusted as needed. We are more than confident about our teaching methods, however we like to be open-minded and the feedback we gather from students and tutors serves as valuable input for always improving the way we work.

Step 4: Evaluate the results and propose follow-up

At the end of the course, you will be graded according to the internationally recognised Common European Framework language level system and receive a comprehensive report giving details of your progress and evaluating your examination results. If you're a sponsored student, we'll forward a copy of the report to your sponsor, too. Finally, we'll make suggestions for further learning and follow-up courses so that you can continue to improve your language skills.

Outstanding After-Sales - The Personal Touch

Whatever course students take with PCI, we remain fully committed to their personal and professional development - even after a course has finished. Students are more than welcome to contact PCI for advice and support regarding any language, communication and/or culture related issues they may face at work or otherwise. We'll try to help wherever possible.

Be Prepared - Know the Culture

When you go abroad to meet foreign clients or other business contacts, one thing that will certainly be on your mind is how to make the best possible impression. A different language, a different environment, different people with different habits and customs and above all, different business etiquette. It's all very exciting, but the prospect can be daunting. So it's best to be prepared.

PCI's culture courses are designed to make doing business abroad as trouble-free, enjoyable and successful as possible. We'll make sure that you're able to communicate with your foreign clients effectively, but also that you feel comfortable and confident in their surroundings. We'll teach you the language, we'll equip you with the jargon of your industry and we'll familiarise you with the local culture and customs.

After that, whenever you go abroad, you'll no longer need to worry about making a good impression. It'll be second nature. And you'll be able to concentrate on the original purpose of your visit instead: doing business.

Experts in Expats

PCI knows exactly what's important to expatriates in the Netherlands. Not just because we have 16 years' experience helping people assimilate to the Dutch way of life, but also because many of those working for us are themselves expats.



Professionals and their families who relocate to the Netherlands often seek more informal and less intensive training and guidance than given in a language course. PCI has made a name as market leader in the expat field by providing highly practical, made-to-measure courses that focus on just those aspects of everyday life that can cause so many challenges to newcomers. In a country renowned for its bureaucracy, it's good to have someone at hand to warn you of its pitfalls. So if need be, we'll join you if you have to go to see the local council. We'll also help you with such mundane matters as health and childcare, public transport and shopping. And depending on your interests, we'll make sure that you know about Dutch politics, history, the arts and even the nightlife. Whatever challenges you or your family face, PCI's Dutch Language & Culture courses provide the practical support and guidance you need to make relocating to the Netherlands easy and enjoyable.

PCI are also proud to be sponsors of ACCESS, the non-profit support organisation for Expats in The Netherlands.

Total Immersion - We'll take you shopping



The best way to learn a foreign language is to be thrown in at the deep end and be forced to put new skills into practice immediately. That means being in the country where the language is spoken, and combining living, learning and, ideally, working.

Together with our partners in France and England, PCI provides total immersion language courses in French, English and Dutch. The programme for these courses is determined on a individual basis with the basic approach involving staying with a host family, or in a hotel if you prefer, and intensive learning combined with hands-on coaching in the field. Aside from the formal lessons during which students are taught the theory of the language, they are also accompanied by their tutors outside the classroom to put their skills immediately into practice in real-life situations. We literally take students shopping.

The total immersion method is extremely effective because students use the language they're learning the whole day, every day, and generally in an environment where people don't speak the student's mother tongue. After just one week of total immersion, students already master the language basics to hold simple conversations. Crash-courses such as these serve as a solid foundation for further study, be it independent or supervised.

The PCI Language Audit

Language is all about communication and good communication is the foundation of business success. To help you better understand the language needs of your company and the level of language proficiency of your employees, PCI can perform a language audit in your organisation. The audit analyses the language and cultural skills of your team and identifies any gaps.

In addition to the report you receive upon completion of the audit, we will also propose a language and cultural skills programme tailored to your organisation's specific needs. You will obviously be under no obligation to sign up for the programme, but we guarantee that, if you do, your organisation will benefit enormously from the improved skills of your employees.

Teaching Style

Our qualified native-speaker tutors always use the most up-to-date teaching methods. In addition, we are always on the look out for new and challenging course material, whether it be books, articles, publications, videos, or multi-media. We strive to make our courses dynamic, interactive and based on real-life situations. The result is a course that is not only effective, but also enjoyable for student and tutor alike.

PCI also offers students access to the Language Lab, an internet-based training resource that enables students to learn at their own pace and in their own time, with progress being monitored by their tutor from a remote location.

For students learning English, we also have e@o-Manager, which offers on-line English practice and tuition around current business themes.

Specific Courses

At PCI, we teach Dutch, English, Spanish, French, German and Italian to officially certified levels. Some of our most popular programmes include:

English

- 'English as a Second Language'
- TOEFL (Test of English as a Foreign Language) exam preparation
- The University of Cambridge Business English Certificate course (BEC)
- Academic Writing - writing papers and dissertations in English *
- Business English *
- Technical Writing and Problem Solving in English *

* Also available in other languages

Dutch for native speakers

- NT1 Dutch for the Dutch including business writing, grammar and the new Dutch spelling

Dutch for foreigners

- NT2 Dutch for Foreigners course including the State exams
- 'Dutch Language & Culture' course for newcomers to the Netherlands

Translation and Editing Services

A decent translation can be hard to come by. However you need look no further because PCI has a database of more than 1000 translators and other language professionals worldwide. With their help, we can translate documents from almost any language into almost any other language. Brochures, correspondence, websites, product manuals, press releases - anything really.

And besides translation, we provide copywriting, editing and proofreading services, too. Call today for a free, no obligation quote.



Business Communications Skills

At PCI, language training goes way beyond merely teaching languages. An employee who speaks, and can also do business in the language of foreign clients and suppliers, is an asset to any company. For this reason, PCI offers a variety of highly practical business communication workshops in all PCI languages. Amongst others, are workshops focussing on:

- Presentation Skills
- Effective meetings
- Negotiating skills
- Writing reports
- Business letters
- Better E-mails & telephoning
- International Communication Skills for Secretaries

Locations



In line with PCI's flexible M2M approach, courses can take place at almost any location. Popular and practical is an in-company course, but it can also be good to get away from the workplace and for that reason there are a number of ideal venues for language training that PCI uses regularly. Obviously, you are welcome to suggest one of your own. Give us the address, and we'll take care of everything from there.

Courses are also given at our partner training centres in the UK and France, and there are several e-learning and video conferencing options, too. Please feel free to contact us to discuss training locations and their pros and cons in more detail.

Learn More

If you'd like to learn more about PCI's courses and other services, please visit www.pcitalen.nl. Naturally you can also call or fax us, or send us an email.



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