



# Business English Workshops

das Seminarhaus GmbH



## Business English Workshops

### Inhaltsverzeichnis

Sie finden auf den Folgeseiten

- Unser Workshop-Konzept ..... 3
- Themenvorschläge im Überblick mit Inhalten ..... 5
- Exemplarische Seminarsteckbriefe für ..... 8
  - 1. Audio conferencing
  - 2. Presenting facts and figures
  - 3. Emails
  - 4. Telephoning
  - 5. Discussions
- Exemplarische Ablaufpläne für ..... 13
  - 1. Audio conferencing
  - 4. Telephoning
- Die Kosten und Leistungen für Weinheim, Mannheim und deutschlandweit ..... 17

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## **Business English Workshops**

### Konzept

Ziel ist es, mit unseren Workshops Mitarbeiter:innen mit wenig Zeiteinsatz ergebnis- und erlebnisorientiert auf lebendige Art und Weise zu schulen, damit sie aktuelle und zukünftige Aufgaben in der Fremdsprache sicherer und kompetenter bewältigen können.

Die Teilnehmer:innen

- konzentrieren sich auf jeweils ein Schwerpunktthema
- erhalten Unterrichtsmaterialien elektronisch vorab
- erhalten nachbereitend einen individuellen Audio-File
- können gezielt ihre Kenntnisse in der Fremdsprache ausbauen
- bekommen das Wissen komprimiert vermittelt und
- setzen das Gelernte noch innerhalb der Schulung aktiv um

Wir erstellen gerne auch speziell zugeschnittene Firmen-Module (Firma oder Produkte vorstellen, über Werte sprechen, Firmen- bzw. Abteilungsrundgang oder andere Themen), aber auch weitere anlassbezogene Themen wie

- „Being audited“
- „Understanding the company's management concepts“ oder
- „Talking about the company culture“

könnten guten Anklang finden, welche wir gerne mit Ihnen gemeinsam erarbeiten und entwickeln.

Aufgrund der immer höher werdenden zeitlichen Beanspruchung der Teilnehmer:innen kann man auch halbtägige Veranstaltungen in Erwägung ziehen. Bei anderen Kunden haben wir damit gute Erfahrungen gemacht und höhere Buchungszahlen erreicht.

Vorab erhalten die Teilnehmer:innen die Unterrichtsmaterialien elektronisch, damit sie sich mit dem Thema vertraut machen können. Dieses Material besteht aus typischen Sätzen, Ausdrücken und Vokabeln für das jeweilige Thema, die im Modul gemeinsam mit den Trainer:innen durchgearbeitet werden. Die Teilnehmer:innen können sich zusätzliche, für sie persönlich nützliche Sätze notieren. Das kompakte Material kann bei Bedarf schnell wieder konsultiert werden. Die Teilnehmer:innen können vorab eigene Materialien und modulbezogene Themen einbringen, die dann im Workshop je nach Relevanz und Umfang berücksichtigt werden.

Die sprachlichen Kommunikationssituationen werden in Übungen, kurzen Rollenspielen sowie in „real-play“ Übungen und Simulationen eingeübt. Die Teilnehmer:innen bekommen Feedback zu ihren sprachlichen und kommunikativen Leistungen. Im Anschluss erhalten die Teilnehmer:innen einen individuellen Audio-File mit zusätzlich im Unterricht erarbeiteten und relevanten Elementen.



## **Business English Workshops**

### Konzept

Wir empfehlen ein Mindestsprachniveau von einem guten A2\* (entspricht circa vier bis fünf Jahren Schulenglisch), bei einigen Modulen mindestens B1 (Presentations, Discussions, Negotiations und Chairing a Meeting). Die Teilnehmer:innen stufen sich anhand einer Selbsteinschätzung mit Hilfe einer einfachen Matrix ein. Diese kann zum Beispiel im Intranet oder auf unserer Homepage hinterlegt sein.

\* Einstufung nach dem Gemeinsamen Europäischen Referenzrahmen. Nähere Informationen finden Sie unter <https://bit.ly/2T6Ck2g>

Unserer Erfahrung nach ist Teilnehmerzahl von 6 bei mündlichen, bis maximal 8 bei schriftlichen Themen ideal, da so garantiert ist, dass

- alle Teilnehmer:innen individuelles Sprachfeedback erhalten können,
- auf jeweilige individuelle Bedürfnisse im Rahmen des Themas eingegangen werden kann,
- alle Teilnehmer:innen die Möglichkeit haben aktiv mitzuarbeiten,
- die Schulungen lebendig und attraktiv sind und
- vor allem aber eine größtmögliche Effizienz erreicht wird.



## **Business English Workshops**

### Überblick mit Inhalten

#### **1. Audio conferencing**

Getting the call started, welcoming and introductions, apologizing for absence, stating objectives, presenting the agenda, managing the discussion, inviting contributions, managing understanding, listening effectively, reaching a decision, summarising, closing the conference call, intercultural aspects

#### **2. Presenting facts and figures**

Using and referring to visuals, charts, graphs and diagrams, describing trends, reporting figures, signposting, expressing cause and effect, comparing and contrasting, emphasizing, concluding, recommending further action

#### **3. Emails**

Greeting and starting an email, giving the reason for writing, giving good and bad news, offering help, handling appointments, reminding, apologizing, requesting and giving information, positive final statement and closing, formal and informal emails, intercultural aspects

#### **4. Telephoning**

Answering the phone, asking for someone, saying why someone is calling, spelling, offering help, leaving and taking messages, handling appointments, giving and getting information, handling complaints and other difficult calls, promising action, clarifying and checking understanding, finishing a call, politeness on the telephone

#### **5. Discussions**

Agreeing and disagreeing, disagreeing tentatively and expressing hesitation, giving opinions and asking for opinions, making suggestions and giving advice, accepting and declining suggestions, interrupting and dealing with interruptions, deciding on a course of action, the grammar of diplomacy, intercultural aspects



## **Business English Workshops**

### Überblick mit Inhalten

#### **6. Project management**

Kick-off meetings, project objectives, project roles and responsibilities, budgeting and resources, project schedule, useful project terminology, keeping people up-to-date, preventing and handling conflicts, strategies for international project management

#### **7. Charing a meeting**

Opening the meeting, introducing agenda and purpose of the meeting, managing the discussion, bringing people into the discussion, focusing the discussion, asking open and closed questions, taking decisions, summarizing and checking commitment, strategies for international meetings

#### **8. Job interviews**

Building relationship, showing interest, interview questions, personal background, reasons for applications, experience-skills-preferences, talking about the company, describing the job and the requirements, getting more details, asking polite questions, checking understanding, expressing hesitation and disagreement, interrupting politely, steering the conversation, summarizing, finishing the interview

#### **9. Writing reports**

Starting a report, structuring a report, linking words and phrases, sequencing, comparing, consequences, highlighting, cause and effect, advising and recommending, forecasting, attitude words and phrases, summarizing, using the passive tense

#### **10. Negotiations**

Preparing a negotiation, relationship building, exchanging information, bargaining, making proposals and counterproposals, accepting and rejecting proposals, reaching a compromise, summarizing, closing the deal, international negotiation strategies



## **Business English Workshops**

### Überblick mit Inhalten

#### **11. Meetings**

Chairing and facilitating meetings, stating objectives, dealing with agenda and minutes, keeping control, initiating decisions, checking understanding and agreement, summarizing, confirming and clarifying actions, closing the meeting

#### **12. Presentations**

Starting a presentation, introducing yourself, introducing the subject, stating objectives, giving the agenda, handling questions, introducing a new point, finishing a point, sign posting, digressing, summarizing, inviting questions, answering questions

#### **13. Success at trade fairs**

Social English and small talk, offering hospitality, rapport building, getting to know your partner, discovering needs, presenting yourself and your company, talking about USPs and your company's strengths, managing objections, offering alternatives, staying in touch and follow-up

#### **14. Social English**

Introducing yourself and others, meeting and greeting, saying good-bye, apologizing, thanking, polite phrases, offering something, bridging waiting time, looking after visitors, small talk and typical small talk subjects

#### **15. Travel English**

Making travel arrangements, at the airport and in the air, at the hotel, transportation (taxi, bus, train), finding your way round, eating out, being invited, networking, keeping in touch intercultural aspects



## **Business English Workshops** Exemplarische Seminarsteckbriefe

### **1. Audio conferencing**

Telephone conferences and WebEx meetings play an essential role in the day-to-day business.

This workshop will focus on the language and communication skills needed for these special meeting situations, in which you may have to handle complex and demanding discussions without seeing the people you are talking to.

#### **Situations you will learn to master**

- Getting the call started
- Welcoming and introductions
- Apologizing for absence
- Stating objectives
- Presenting the agenda
- Managing the discussion
- Inviting contributions
- Managing understanding
- Listening effectively
- Reaching a decision
- Summarising
- Closing the conference call
- Intercultural aspects

#### **Benefits**

After the workshop you will be able to participate more actively in an audio- or WebEx telephone conferences with employees from other international sites.

You will be able to discuss specific work-related topics more confidently, react more spontaneously and use language and communication strategies which will help you master the conference calls more easily.

#### **Method**

- The workshop focuses on active communication.
- Listening input is used to experience typical conference call situations.
- The necessary phrases and strategies are collected and adapted, taking participants' previous experience into account.
- Subsequently, simulations and real-plays are carried out integrating participants' job-specific situations.
- Useful listening strategies such as "active listening" are presented and practised.
- Participants receive individual language feedback from the trainer.
- After the workshop an audio file and a vocabulary list is provided.

#### **Course Type**

8 hours in one or two 4-hour sessions with a maximum of 6 participants

Minimum of B1\* Level (e.g. at least 5 years of English at school plus experience at work)

\*Assessment according to the Common European Framework of Reference. For further information, please see <http://www.dasseminarhaus.com/pdf/print/Sprachniveaus.pdf>.





## **Business English Workshops** Exemplarische Seminarsteckbriefe

### **2. Presenting facts and figures**

Presenting work-related or project-related information to colleagues, stakeholders or external project members has become an integral part of everyday work-life. Often documents such as project plans, charts and diagrams are used as visual aids for presentations on laptops and projectors. In other situations, spontaneous presentations on a flipchart can be more appropriate.

This workshop will focus on the language needed in such situations. It will provide the opportunity to try out realistic situations and get relevant feedback.

#### **Skills you will acquire**

Presenting work-related information in meetings, conference calls and at the workplace

- Using and referring to visuals
- Charts, graphs and diagrams
- Describing trends
- Reporting figures
- Signposting
- Expressing cause and effect
- Comparing and contrasting
- Emphasizing
- Concluding
- Recommending further action

#### **Benefits**

At the end of the workshop you will be more confident in sharing information in informal presentation situations at your workplace. You will be able to comment on visuals more effectively and thus present facts more clearly.

#### **Method**

- The workshop focuses on active communication.
- Participants develop and apply the necessary vocabulary, phrases and language structures for informal presentations. Situations and subjects from the participants' work are integrated into the simulations and role-plays.
- Participants can provide the trainer with examples from their daily work beforehand and bring either PowerPoint slides or subject ideas to the workshop for use in the simulations.
- Presentations can be recorded if requested by the participants.
- Participants receive individual feedback regarding their presentation language from the trainer and their peers.
- After the workshop an audio file and a vocabulary list is provided.

#### **Course Type**

8 hours in one or two 4-hour sessions with a maximum of 6 participants

Minimum of A2+\* Level (e.g. at least 5 years of English at school)

\* Assessment according to the Common European Framework of Reference. For further information, please see <http://www.dasseminarhaus.com/pdf/print/Sprachniveaus.pdf>.



## **Business English Workshops** Exemplarische Seminarsteckbriefe

### **3. Emails**

We all write emails in our daily work no matter in which department or at what level of organization we work. Even though there is very individual content in such correspondence, there are also many universally relevant phrases and language structures used.

This workshop will focus on standard situations for emails which everybody can be confronted with at work. Developing standard phrases and templates while adapting them to individual needs will be the main goal of the workshop.

#### **Skills you will acquire**

- Greeting and starting an email
- Giving the reason for writing
- Giving good and bad news
- Offering help
- Handling appointments
- Reminding
- Apologizing
- Requesting and giving information
- Positive final statement and closing
- Formal and informal emails
- Intercultural aspects

#### **Benefits**

After the workshop you will have enhanced your email writing skills. You will have been provided with a great variety of email phraseology and you will have developed standard lexical items, phrases and paragraphs for your own individual email situations. This will also reduce the time you need for writing your own emails.

#### **Method**

- Phrases, sentences and vocabulary for emails are collected, analysed and adapted to individual situations, then practised in exercises and complete email exchanges.
- Participants will receive individual feedback on their written performance and useful input for their future emails.
- Participants have the option to provide the trainer with examples of their own correspondence beforehand, which can then be integrated into the workshop.
- After the workshop an audio file and a vocabulary list will be provided.

#### **Course Type**

8 hours in one or two 4-hour sessions with a maximum of 6 participants

Minimum of A2+\* Level (e.g. at least 4 to 5 years of English at school)

\* Assessment according to the Common European Framework of Reference. For further information, please see <http://www.dasseminarhaus.com/pdf/print/Sprachniveaus.pdf>.



## **Business English Workshops** Exemplarische Seminarsteckbriefe

### **4. Telephoning**

Telephone calls in English are a routine part of our work life. They are often more efficient than email exchanges as communication partners can react spontaneously to suggestions, share ideas quickly and clarify misunderstandings as they arise. However, employees often find phone calls quite challenging and feel uncomfortable in these situations.

This workshop will focus on useful language and communication tools for different standard telephone situations. Participants can then apply these tools in real life conversations. Diplomacy and politeness aspects will be incorporated throughout.

#### **Situations you will learn to master**

- Answering the phone
- Asking for someone
- Asking why someone is calling
- Offering help
- Leaving and taking messages
- Handling appointments
- Giving and getting information
- Complaints and other difficult calls
- Promising action
- Clarifying and checking understanding
- Finishing a call
- Politeness on the telephone

#### **Benefits**

At the end of the workshop you will be able to handle telephone calls more confidently. You will have a repertoire of useful phrases and sentences to fall back on. Mastering those will give you the chance to concentrate on the content of the call and thus communicate more efficiently. You will have developed an increased awareness for the use of appropriate language and levels of politeness.

#### **Method**

- Active participation is an integral part of the workshop.
- Listening input is used to experience typical telephone conversations.
- The necessary phrases and strategies for telephone calls are collected, adapted and used in simulations and role-plays.
- Participants' job-specific situations are integrated into the simulations.
- Participants receive feedback from the trainer regarding their language structures and their communication strategies.
- After the workshop an audio file and a vocabulary list are provided.

#### **Course Type**

8 hours in one or two 4-hour sessions with a maximum of 6 participants

Minimum of A2+\* Level (e.g. 5 years of English at school)

\* Assessment according to the Common European Framework of Reference. For further information, please see <http://www.dasseminarhaus.com/pdf/print/Sprachniveaus.pdf>.



## **Business English Workshops**

### Exemplarische Seminarsteckbriefe

#### **5. Discussions**

Discussions in a foreign language in an international context require particular language and communication skills especially if we want to come across as professional and convincing and be successful.

This workshop will focus particularly on aspects such as diplomacy, indirect vs direct communication styles and strategies for saying yes or no. There will be plenty of opportunity to practice those in job-related discussions.

#### **Situations you will learn to master**

- Agreeing and disagreeing
- Disagreeing tentatively and expressing hesitation
- Giving opinions and asking for opinions
- Making suggestion and giving advice
- Accepting and declining suggestions
- Deciding on a course of action
- Interrupting and dealing with interruptions
- The grammar of diplomacy
- Intercultural aspects

#### **Benefits**

At the end of the workshop you will be more aware of your own discussion style and have the necessary tools to adapt it to different intercultural settings. Mastering those tools will give you the chance to concentrate on the content in meetings and thus be more convincing.

#### **Method**

- The workshop focuses on active participation.
- Participants develop and apply the necessary vocabulary, phrases and language structures for discussions. Job-specific situations of the participants are integrated into the simulations and role-plays
- The participants can provide the trainer with examples from their daily work before or during the workshop so that they can be used for the simulations.
- Discussions can be recorded if requested by the participants.
- Participants receive individual feedback regarding their discussion language from the trainer and their peers.
- After the workshop an audio file and a vocabulary list is provided.

#### **Course Type**

8 hours in one or two 4-hour sessions with a maximum of 6 participants

Minimum of B1\* Level (e.g. at least 5 years of English at school plus experience at work)

\* Assessment according to the Common European Framework of Reference. For further information, please see <http://www.dasseminarhaus.com/pdf/print/Sprachniveaus.pdf>.



## Business English Workshops

### Exemplarische Ablaufpläne

#### 1. Audio conferencing

<b>9:00 Morning</b>		
09:00 Overview, Concept	Overview of the day / Introducing concept and goals, clarifying expectations	Folders, hand-outs, cards
09:20 Getting to know each other	Getting to know each other personally and professionally Students briefly describe typical situations in their telephone conferences or WebEx meetings	Introduction round
09:40 Strategies and language tools for telephone conferences	Video input for skills such as <ul style="list-style-type: none"> <li>• Typical traps in conference calls</li> <li>• Possible solutions and language strategies</li> </ul> Brainstorming phrases and tools based on this input <ul style="list-style-type: none"> <li>• Getting the call started</li> <li>• Welcome and introductions</li> <li>• Purpose and agenda</li> <li>• Managing the discussion</li> <li>• Making sure everyone is involved</li> <li>• Making sure everyone knows who's speaking and who's being addressed</li> <li>• Making decisions</li> <li>• Listening effectively</li> <li>• Summarizing and finishing the conference</li> </ul>	Videos  Mind-maps Cards / Pin-board Hand-outs of material provided beforehand electronically
11:15 Simulation of a conference call (1)	Information sharing or decision making telephone conference 3 people participate (1 chairperson) 3 people observe one participant each (participants say what they would like to have feedback on) Scenarios can be based on students' suggestions or are provided by the trainer Students cannot see each other Feedback from trainer and participants	Video-recording if requested Students can also use their own mobile phones for recording  Flip-chart Oops-Poster
<b>12:15 Lunch Break</b>		



## Business English Workshops

### Exemplarische Ablaufpläne

#### 1. Audio conferencing

<b>12:45 Afternoon</b>		
12:45 Warm-up	Energizer: Getting back into the language	Card, photos etc.
13:05 Simulation of a conference call (2)	Information sharing or decision making telephone conference 3 people participate (1 chairperson) 3 people observe one participants each The roles between the participants and observers from the morning are swapped (Scenarios can be based on students' suggestions or provided by the trainer)  Feedback from trainer and participants	Video-recording if requested Students can also use their own mobile phones for recording  Flip-chart Oops-poster
14:05 Exercise for effective listening	Pair-work: Describing a photo / card / drawing / plan to a partner so that they can draw it Participants check if they are not sure whether they have understood correctly	Drawings, postcards or similar input
14:30 Simulation of a conference call (3)	Simulation "A Business update" Students inform each other about one project they are working on at the moment One person has the chair Feedback by the trainer and by other participants	Contributions recorded if requested by the participants
16:15 Winding up	Looking back at the day and checking <ul style="list-style-type: none"> <li>• Expectations</li> <li>• Goals</li> <li>• Progress</li> <li>• Open questions</li> </ul>	Using cards and concept from the morning
<b>16:30 End</b>		



## Business English Workshops

### Exemplarische Ablaufpläne

#### 4. Telephoning

<b>9:00 Morning</b>		
09:00 Overview, Concept	Overview of the day / Introducing concept and goals, clarifying expectations	Folders, hand-outs, cards
09:20 Getting to know each other	Getting to know each other personally and professionally Students briefly describe typical situations in their telephone conversations	Introduction round
9:40 Strategies and language tools for the telephone	Audio input <ul style="list-style-type: none"> <li>• Typical situations on the telephone</li> </ul> Listening and analysing language  Brainstorming phrases and tools for <ul style="list-style-type: none"> <li>• Standard phrases for handling a phone call</li> <li>• Making appointments</li> <li>• Giving and getting information</li> <li>• Diplomacy</li> <li>• Politeness on the telephone</li> </ul>	Listening clips  Mind-maps Cards / Pin-board Hand-outs of material provided beforehand electronically
10:00 Application of tools / Role-plays	Role-plays for making appointments  Arranging a meeting for an international project meeting including agenda, critical issues and decisions to be taken Using students' own schedules Feedback from the trainer	Role-play instructions provided by the trainer Students write role-plays for each other Poster
11:00 Reacting spontaneously	Practising fast answers to typical telephone phrases	Game
11:30 Application of tools and strategies	Role-plays for giving and getting information  Students can integrate their own job-related situations into role-plays (real-plays) Feedback from the trainer	Role-play instructions provided by the trainer or written by the students Poster
<b>12:15 Lunch Break</b>		



## Business English Workshops

### Exemplarische Ablaufpläne

#### 4. Telephoning

12:45 Afternoon		
12:45 Warm-up	Energizer: Getting back into the language	Card, photos etc.
13:05 Phrases and strategies for difficult phone calls, complaints etc.	Brainstorming phrases and tools for a) Handling difficult incoming calls / complaints <ul style="list-style-type: none"> <li>• Listening and showing understanding</li> <li>• Accepting / declining responsibility</li> <li>• Apologizing</li> <li>• Explaining the situation</li> <li>• Promising action</li> <li>• Ending on a positive note</li> </ul> b) Making complaints / making difficult calls / rejecting something <ul style="list-style-type: none"> <li>• Expressing requests / complaints clearly</li> <li>• Avoiding aggressiveness</li> </ul>	Mind-maps / Posters Cards / Pin-board Hand-outs of material provided beforehand electronically
14:00 International telephone strategies	Trainer input and discussion Strategies such as building rapport, communicating clearly and expressing/explaining urgency	Hand-outs
14:30 Practising complaining and apologizing	Complaining and handling complaints and difficult situation in everyday life e.g. in a restaurant, in a shop	Situations provided by trainer
15:15 Difficult telephone situations	Role-plays for complaining, handling complaints, requesting action and expressing urgency Students can describe and practice telephone situations they find particularly challenging Feedback from the trainer	Scenarios provided by trainer and written by the students Poster
16:15 Winding up	Looking back at the day and checking <ul style="list-style-type: none"> <li>• Expectations</li> <li>• Goals</li> <li>• Progress</li> <li>• Open questions</li> </ul>	Using cards and concept from the morning
16:30 End		





## **Business English Workshops**

Kosten und Leistungen

### **Inklusivleistungen für Workshops**

Durchführung (deutschlandweit möglich) und Nachbereitung der Workshops inklusive: vorgefertigter Lernordner und Unterrichtsmaterialien, ggf. telefonische Sprach- und Bedarfsanalysen, Seminarerfrischungen (wenn der Workshop in unseren Räumlichkeiten stattfindet) und individuellem Audiofile mit dem wichtigsten Vokabular.

### **Preise und Konditionen**

Tagessatz pro Workshop

990,00 €

Alle Preise verstehen sich zzgl. MwSt.

### **Zusätzliche Kosten für Workshops**

Wenn der Workshop nicht in Mannheim oder Weinheim stattfindet: Reisekosten der Trainer vom Wohn- zum Seminarort in Höhe von 0,30 € / km oder 1. Klasse Bahn-Ticket und Taxikosten. Bei längerer Anreise oder mehrtägiger Buchung Übernachtungs- und Verpflegungskosten.

Findet der Workshop in unseren Räumlichkeiten statt, wird Mittagessen organisiert; die Kosten hierfür werden gesondert in Rechnung gestellt.

Für Unterricht an Samstagen wird ein Zuschlag von 25%, an Sonntagen 50% berechnet.

Sonstige Nebenkosten werden gesondert vereinbart.

### **Optional**

Durchführung in unseren Räumlichkeiten: Seminarraum, Moderationsmaterial, Seminarerfrischungen: 190,- €. Organisation in einem Hotel: Auswahl, Organisation und Buchung eines Hotels: Abrechnung nach Aufwand.

Angebot der Seminarhaus GmbH. Alle Preise netto zzgl. MwSt. Des Weiteren gelten unsere Allgemeinen Geschäftsbedingungen, die wir Ihnen auf Wunsch gerne zukommen lassen.

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## Informationen

### Terminänderungen

Wir sind stets bemüht, flexibel auf Ihre Bedürfnisse einzugehen und auch im Bereich Terminvereinbarungen uns nach Ihrem Terminkalender zu richten, so gut wir können.

Wir möchten Sie jedoch aus organisatorischen Gründen bitten, vereinbarte Termine, die Sie nicht einhalten können, gemäß unseren Absagefristen abzusagen.

Unsere Absagefristen und Kosten gemäß unseren allgemeinen Geschäftsbedingungen:

- Halb- oder mehrtägiges Seminar unter 1 Woche vor Beginn 100% Stornogebühr

### Büroöffnungszeiten

Montag bis Donnerstag von 7:50 Uhr - 16.45 Uhr

Freitag 7:50 Uhr – 16.00 Uhr

### Ansprechpartner

Dirk Rübin /Geschäftsführer

Kundenberatung und Kundenbetreuung

Tina Tobian

Leitung Vertrieb und Marketing/Kundenbetreuung

Nadine Neu

Kundenberatung und Kundenbetreuung

Petra Maria Reiermann/Chris Duden

Terminabsprache/Organisation

Heike Höpfner

Pädagogische Leitung und Lernberatung