



PRESS RELEASE

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Babel Launches New Blended-Learning Solution for Cultural Training at the CIPD Annual Exhibition 2011

Babel provides high-quality, foreign and EFL language training, cross-cultural and expatriate briefings and international presentation and negotiation workshops throughout the UK and overseas. In recognition of requests for E-learning we are promoting our new blended-learning solutions at this year's exhibition whereby cultural training can be delivered on-line with supporting face-to-face sessions, telephone support and podcasts.

Sue Curry, Babel's Managing Director, says "When we are in the training room, I watch the participants looking at their Blackberries and I-Phones and checking email in the breaks. Our delegates spending their lives in front of a computer, communicating with friends on Facebook or LinkedIn, downloading apps and listening to podcasts. We needed to embrace technology to support these delegates effectively. From our client's point of view, being able to offer flexibility and reduce travel costs dramatically is a driving force. For our Cultural Trainers, the ability to share information simultaneously, across geographically dispersed locations in real-time is an exciting proposition. Whilst web-conferencing may not replace our traditional face-to-face sessions, it is effective when combined with our other forms of learning – the blended approach".

Babel has also recently partnered with World Work and looks forward to the beginning of a successful relationship. Sue continues "We particularly liked the intercultural distance learning modules and on-line tools that this relationship allows us to offer our clients".

Visitors to the Babel stand will be able to sign up to their free, monthly cultural E-newsletter which offers valuable country briefings and advice on negotiating, presenting and working internationally.

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For further information on Babel, please call Sue Curry on 020 8295-5877 or visit us on Stand 6055 at CIPD ACE 2011. Alternatively visit www.babelgroup.co.uk