

INTRODUCTION

Solution of success in business – language courses

Whether in Prague or Paris, speaking a foreign language and being able to communicate with different cultures has always been an advantage. In fact, language learning is vital in today's business climate. Considering the growing global markets in Prague and elsewhere, as well as increasingly greater interest in customer-focus, being able to communicate in various foreign languages is an indispensable skill for companies all over the globe. In order to maintain a high level of competitiveness, knowledge of and communication with different cultures from Prague to Beijing, meeting them on their turf and learning their language, is crucial. In this context, being able to communicate with your clients in their own language and knowing their culture is now a key factor in the success of any business.

PRESENTATION

Language Atelier was founded on three key principles:

- **Commitment to quality**
- **Maximal flexibility and customization**
- **Providing value for the clients' money**

WHAT IS LANGUAGE ATELIER: SHORT HISTROY

Language Atelier was founded the **1st January 2008** by the French business man Nordine Ait Quaret. He was working as teacher of French for many language schools, but was not satisfied about the way they keep relations with the clients, nor with the teachers. For this reason, he decided to build up his own business: his goal was to offer a **high quality service** for clients and to have a **professional** and at the same time **familiar** relations with his team in order to **make true people's dream** to learn foreign languages. The school from the beginning offers basically three kind of services: **language courses** both for public and companies, **translations** (including sworn translations) and **interpreting**.

In July 2014 Erica and Lorenzo took over Language Atelier: from one side they want to **give continuity to the long tradition** of the school, instilling at the same time **fresh energies**, creating **new ideas** and generating **interesting innovations** in order to keep pace with the actual needs of the clients. Given today's economy, Language Atelier **understands the companies' need to minimize costs**. Our Language school brings our

clients a **flexible and adaptable solution** to their business language learning requirements, tailored to the needs of every unique organization.

We offer a **wide range of language courses** with a **unique and specific individual approach** for all students, which means that according to the personality and needs of the client, we do our best to match it with the appropriate teacher. Because our philosophy is a **tailor-made service giving priority to quality**, our clients also can choose the day & time of their lessons, frequency, place, gender of teacher, methodology. This includes a **guarantee of quality service**, a flexibility of teachers with the possibility of substitution if necessary and also an **assistance 24 hours** to guide you, help you to reach your goal

We provide a tailor-made service based on a **good understanding of the clients' needs** as well as a **regular communication** between our management, teachers and students.

LANGUAGE ATELIER'S SERVICES:

1. LANGUAGE COURSES IN THE WORLD MOST SPOKEN LANGUAGES
2. TRANSLATIONS AND SWORN TRANSLATIONS
3. INTERPRETING

1. LANGUAGE COURSES:

We offer courses in a wide range of the most spoken world's language (English, German, Russian, French, Spanish, Chinese, Arabic, Italian) and also in some of the "minor" languages: Czech for foreigner, Croatian, Slovenian, Hungarian and many more. Our courses are divided into two categories:

COMPANY COURSES: we organize courses for every kind of company **according to their needs**

PUBLIC COURSES: they take place in our cozy class-room in the heart of Prague (at the address Týnská 21). The maximum number of students for one course is 4 persons: in this way learning a language is more effective than in big groups (like is usual in the most of the language schools in Prague)

These 2 type of courses have 4 subcategories:

- **STANDARD:** These general programmes are designed to for students who wish to improve their ability to communicate in the chosen language
- **BUSINESS:** This course introduces key business concepts and subjects and develops practical language skills for the modern business world. Business men and women will find these courses enjoyable, stimulating and most important, practical
- **INDIVIDUAL:** If a student feels that some individual attention would help to improve the language skills, this is the right choice for him or her
- **INTENSIVE:** If a student has a limited time to learn a language and would like to improve his or her skills as soon as possible, he or she might choose an intensive course and decide its frequency

2. TRANSLATIONS AND SWORN TRANSLATIONS

If a translation is needed, just tell us:

- The source language
- The target language
- The deadline
- Standard translation or sworn translation?

We will be glad to provide the best service to our clients

3. INTERPRETING

The interpreters that work for Language Atelier offer a helping hand to guide customers smoothly through business meetings, seminars, and/or presentations. Including Language Atelier interpreters in business meetings and presentations ensures successful communication of data and information

WHY TO CHOOSE US:

- We offer **high-quality** services for **convenient prices**
- We choose **personally** the adequate teachers according to the clients' needs
- Our teachers are **qualified** and **motivated**, we follow them closely: once a month we have a meeting with them in order to analyze the **situation and the progress of every single student**
- Maximal **competence, flexibility** and **helpfulness**: our aim is the total satisfaction of the clients' needs; we will be flexible to your study needs, financial needs, and time requirements
- Immediate feedback: we are **always at your disposal**. For problem-solving or anything else you can contact directly us, no need to pass through other departments
- Maximal availability, no limits in the working hours: we are active 18 hours out of 24 and also **during the weekends**
- Our teachers use the **brand new teaching methods** based on **communication** and **interactivity**: they don't use only the student's book, but also Mp3, videos and internet
- Personal approach: one of our principles is based on **professional and human partnership** both with clients and teachers, we always try to understand their situation

WHAT SHOULD OUR CLIENTS EXPECT FROM US?

- **SATISFACTION WITH YOUR TEACHER:** The clients will have a fully qualified and enthusiastic teacher who will find the most appropriate approach for each student in order to lead him with confidence to the language's knowledge
- **QUICK IMPROVEMENT:** the student will soon recognize by himself his progress in the chosen language
- **EFFICIENT AND REACTIVE ADMINISTRATION:** we take care about our clients with the highest responsibility
- **NON-STOP ASSISTENCE:** we work for our clients also besides the working hours
- **IMMEDIATE CHANGE OF TEACHER IN CASE THE CLIENT IS NOT SATISFACED:** in case the client thinks his teacher doesn't respond to his needs, we will provide to his exchange with another one
- **EXSTRAORDINARY APPROACH:** our clients are treated with warmth and politeness by all Language Atelier staff

TEACHERS' PROFILE:

- Our teachers are dedicated and **well experienced** native speakers. The singularity of their modern and innovative teaching methods will provide you an easy and pleasant learning environment, which will assure you a quick linguistic enrichment.
- The most of our teachers is **native speaker** and has a lot of experience with teaching for different companies and in some cases in various countries. Their specificity is their **creative approach** to each of their students so that they can use the language studied in a meaningful way and within the shortest period possible. They are aware that the need to re-assess the methodology of teaching and planning **various activities** contributes to increase the interest and learner autonomy that is why **each lesson is carefully prepared**. Our teachers are team players who recognize the value of your time, and are always willing to lend a helping hand to their students and colleagues.

- We always recommend a **personal meeting** with the manager of classes, who can help you to choose the right teacher for the student.
- All our teachers are **qualified** to teach languages
- Our teachers are **dedicated, professional and well-experienced** native and non-native speakers
- They **prepare** very thoroughly for **every lesson**
- A number of our teachers have first degrees and some have **master's degrees** in language related subjects
- All our teachers are prepared to adapt their methodology according to the **student's needs**
- Our teachers have considerable life experience which also provide them with a **wide range of topics** for conversational lessons
- Our teachers **follow a syllabus** for each level so you can improve the language you learn in a regular and balanced way
- Our teachers use the so called **communicative method**, which is the opposite of the traditional "boning up". During each lesson, **vocabulary building is spontaneously combined with new grammar notions**, the ability to understand a newspaper article with mastering useful phrases, or with the ability to respond to classmates' questions
- Our teachers often use game method or **real-life situation simulation**, which creates a pleasant and relaxed atmosphere in the class.

REFERENCES

Below the list of some of the companies we cooperate with:





WHAT OUR CLIENTS SAY ABOUT US?

ILKIM YAVROUGLU SCHUSTER: MANAGER IN HILTON

"I've been studying German with Language Atelier for almost one year and I'm fully satisfied with their services: they did many efforts to accommodate my requests and the result is brilliant. My current teacher Laura is great and helping me to improve my German on a consistent growth, she's really professional, patient and friendly. The director, Lorenzo is also great; he keeps following our progress and my satisfaction monthly basis which I appreciate a lot. I highly recommend Language Atelier for their professionalism, flexibility and reliability."

MARKÉTA KECLÍKOVÁ: OWNER ROSMARINO

"Thank's Language atelier for cooperation, communication was always very agreeable, they are doing very good job. Thanks Kumi for English lessons - it was always fun and I did big progress in English thanks to her. I recommend Language atelier for everyone who wants progress his foreign language without stress."

MAGDALENA FRIEDRICHOVÁ: HR MANAGER INDIGOPRINT

“Our agency has been cooperating with the Language Atelier for several years. Me and my colleagues have regular individual English lessons and appreciate the positive and experienced teachers as well as the cooperative school management. Language Atelier finds appropriate solution for different students, needs and levels.”

YOU CAN FIND MORE INFORMATIONS ABOUT US ON OUR WEB-PAGE:

www.languageatelier.eu

OR CONTACT US AT OUR MAIL ADDRESSES:

la@languageatelier.eu (Erica) ; info@languageatelier.eu (Lorenzo)

A large, light grey, stylized logo consisting of the letters 'L' and 'A' in a cursive, calligraphic font. The 'L' is on the left and the 'A' is on the right, both with a slight 3D effect.

Erica Casu,
Lorenzo Di Bisceglie
Language Atelier