



# Business English for Professionals Masterclass

## Administration, Communication & Customer Service

QGT-ADM-168 | Masterclass | 5 or 10 days | Online, classroom, in-house

### Course overview

Business English for Professionals Masterclass is a senior-level masterclass on strategy and performance in Business English for Professionals. It covers the principles, the requirements of international service and communication best practice, and the practical methods used on site, with case studies from operations in the Gulf, Africa and worldwide. Available online, in the classroom in 60 cities, or in-house.

### What participants will be able to do

- Explain the principles, terminology and scope of Business English for Professionals
- Apply the relevant requirements of international service and communication best practice
- Use practical tools, checklists and calculations with confidence
- Recognise common problems, risks and root causes and choose the right corrective action
- Build a business case and roadmap their leadership team can act on

### Who should attend

Designed for administrative staff, executive assistants, marketing, sales and customer-facing teams in senior and leadership roles.

### Course outline (5 days)

#### Day 1: Strategic view of Business English for Professionals

Trends, regulation and what leading companies do differently

#### Day 2: Benchmarking and performance

KPIs, maturity models and gap analysis

#### Day 3: Lessons from major incidents and projects

Decision points that changed outcomes

#### Day 4: Leading the change

Building the business case, budget and team capability

#### Day 5: Masterclass forum

Expert panel, peer exchange and personal roadmap

### What the 10-day edition adds

Day 6: Applied project, part 1 – Apply the week-one methods to a case from your organisation

Day 7: Data and digital tools – Software, spreadsheets and digital tools used in practice

Day 8: Lessons from incidents and audits – What investigations and audit findings teach

Day 9: Applied project, part 2 – Complete, test and refine your solution

Day 10: Presentations and final assessment – Present to the group and complete the final assessment

## Fees (USD per participant)

| Duration | Live online | Classroom | In-house |
|----------|-------------|-----------|----------|
| 5 days   | \$3,000     | \$5,500   | On quote |
| 10 days  | \$5,500     | \$9,900   | On quote |

Fees include course material and certificate of completion; classroom fees include refreshments and lunch. In-house training is priced per group.

## Dates and cities 2027–2030

| Dates                | City          | Format        | Duration | Fee     |
|----------------------|---------------|---------------|----------|---------|
| 14–18 Jun 2027       | Stockholm     | Classroom     | 5 days   | \$5,500 |
| 23 Aug – 3 Sep 2027  | Dubai         | Classroom     | 10 days  | \$9,900 |
| 30 Aug – 3 Sep 2027  | Prague        | Classroom     | 5 days   | \$5,500 |
| 6–17 Sep 2027        | Milan         | Classroom     | 10 days  | \$9,900 |
| 6–10 Dec 2027        | Online (live) | Online (live) | 5 days   | \$3,000 |
| 17–21 Jan 2028       | Tunis         | Classroom     | 5 days   | \$5,500 |
| 3–14 Apr 2028        | Johannesburg  | Classroom     | 10 days  | \$9,900 |
| 14–18 May 2028       | Jeddah        | Classroom     | 5 days   | \$5,500 |
| 4–15 Jun 2028        | Kuwait City   | Classroom     | 10 days  | \$9,900 |
| 31 Jul – 4 Aug 2028  | Online (live) | Online (live) | 5 days   | \$3,000 |
| 22–26 Jan 2029       | Abu Dhabi     | Classroom     | 5 days   | \$5,500 |
| 9–20 Apr 2029        | Edinburgh     | Classroom     | 10 days  | \$9,900 |
| 16–20 Jul 2029       | Accra         | Classroom     | 5 days   | \$5,500 |
| 13–24 Aug 2029       | Istanbul      | Classroom     | 10 days  | \$9,900 |
| 8–12 Oct 2029        | Online (live) | Online (live) | 5 days   | \$3,000 |
| 4–8 Mar 2030         | Munich        | Classroom     | 5 days   | \$5,500 |
| 31 Mar – 11 Apr 2030 | Riyadh        | Classroom     | 10 days  | \$9,900 |
| 8–12 Jul 2030        | Prague        | Classroom     | 5 days   | \$5,500 |
| 22 Jul – 2 Aug 2030  | Edinburgh     | Classroom     | 10 days  | \$9,900 |
| 12–16 Aug 2030       | Online (live) | Online (live) | 5 days   | \$3,000 |

## How to register

### Register online or scan the code

<https://qimmatrainig.com/courses/business-english-for-professionals-masterclass/>

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