

The logo for Keyi school is contained within a red square border. It features the word "Keyi" in a large, white, sans-serif font with a tilde accent over the 'e'. Below it, the word "school" is written in a smaller, white, sans-serif font.

Keyi  
school

*Be a cultural ambassador*

**CULTURE,  
UNDERSTANDING  
AND RESPECT**

are the most precious gifts  
an Ambassador can offer.

**CULTURE & BUSINESS  
TRAINING**

*Total Immersion in English*

The background of the slide is a composite of geometric shapes and a photograph. A large red triangle points from the bottom right towards the center. A white triangle points from the top left towards the center. The remaining space is filled with a black and white photograph of several modern skyscrapers reaching into a cloudy sky.

Cristina Bertrand Ph. D.



# WHO IS THIS SEMINAR FOR?

The **Keyi Be a Cultural Ambassador** seminar is designed for businessmen and women who plan to travel abroad and want assurance they will get the most from their travel experience and business communications.

The two-day **Keyi Be a Cultural Ambassador** seminar will lay the groundwork for social and business success through an intense, integrated program that combines English instruction with cultural understanding.

Participants will gain confidence dealing with English-speakers from other countries while learning to be true Cultural Ambassadors who can represent their own country's best image to the world.

**Culture, Understanding and Respect are the most precious gifts an Ambassador can offer**

*Cristina Bertrand*





# PRESENTING THE SEMINAR



## **CRISTINA BERTRAND, PH.D.**

Cristina Bertrand holds a doctorate in Yi Jing and Chinese Culture from the Universidad Complutense of Madrid. She is the author of Yi Jing: Image, Concept and Action, Yi Jing: Ancient Wisdom for Modern Times and Yi Jing: Inner Transformation-Binary and Vortex-Based Mathematics. Dr. Bertrand's unique method of employing paintings to explain the complex teachings of Yi Jing has made the book's wisdom available to a wide audience. She has lectured on Yi Jing applied to wise business decisions, leadership and ethics at many conferences and in universities in China, the U. S. and Europe.

Presently, she lives in Hong Kong, Miami Beach and Shanghai where she lectures on the Yi Jing and presides over her company Cristina Bertrand, LLC, which produces artistic perfumes, jewelry and fashion. She also presides over her company Keyi School, offering cultural and business training programs and programs to learn Chinese, Spanish and English based on her innovative teaching methodology Keyi.



# WHAT YOU WILL LEARN

## BE A CULTURAL AMBASSADOR

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- The cultural roots of Chinese wisdom and social development as set forth in the Yi Jing, Confucianism, Taoism and Chan Buddhism.
- How to best represent your country great cultural heritage to Westerners who may have limited familiarity or no knowledge of it.

- How to make your business more successful through using ethical practices established by Chinese scholars and how to take your business dealings to a new level through setting high ethical standards that will improve China's image abroad and garner for Chinese business-men and women well-deserved respect.

## BE INCREASINGLY CONFIDENT IN ENGLISH

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- How to express your ideas assertively, tactfully and directly without being overly forceful or disrespectful, easily leading to verbal or cultural misunderstandings.
- Deliver effective introductions, make requests, express concerns, needs and interests, define problems and

recommend solutions, lead meetings and conference calls, speak convincingly, remain solution-focused, and much more.

- How to make sure you were understood correctly-asking important questions and reading body language.

## BE A CULTURALLY CONSCIOUS COMMUNICATOR

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- The universality of courtesy in business protocols; commonalities and differences in social conventions and behaviors in Europe, the U.S. and Latin America, including essential dining etiquettes.
- Practice personal and business courtesies, learn to interpret body language and social cues, greeting and interacting with strangers, when to raise or lower your

voice, giving and receiving compliments and gifts, expressing gratitude, etc.

- Effectively represent and convey your own country cultural richness, its vast history and influence through your conduct and works. Make connections to build links between people.



# SCHEDULE

## SATURDAY

- 08:00 Welcome and Introduction to the BCA Seminar
- 08:15 Breakfast
- 09:00 **Self-introduction**
- 09:15 **Yi Jing Introduction**
- 10:00 **English in Practice**
- 10:45 Break
- 11:00 **Doing Business in Europe**
- 11:30 **English in Practice**
- 12:15 Key Table Etiquette Practices
  
- 12:45 Lunch
  
- 14:15 **Confucianism**
- 15:00 **English in Practice**
- 15:45 Break
- 16:00 **Doing Business in the U.S.**
- 16:30 **English in Practice**
- 17:15 **Business Models by participants**
  
- 18:15 Dinner

## SUNDAY

- 08:00 Breakfast
- 08:45 **Taoism**
- 09:30 **English in Practice**
- 10:15 Break
- 10:30 **Doing Business in Latin America**
- 11:00 **English in Practice**
- 11:45 Protocol rules
  
- 12:15 Lunch
  
- 13:45 **Chan Buddhism**
- 14:30 **English in Practice**
- 15:15 Break
- 15:30 **Business Model by participants**
- 16:30 Open session: questions, suggestions
- 17:30 Closing

- Chinese culture lectures
- Business lectures
- English Practice Sessions



# ABOUT THE HOUSE OF ROOSEVELT

The House of Roosevelt is a Neo-Classical building originally built in 1920 and redeveloped by the the Roosevelt Family in 2008 and with a commitment to architectural and historical preservation. The House of Roosevelt is a stylish lifestyle establishment featuring premium wines and gourmet foods.





# ABOUT THE HOUSE OF ROOSEVELT

Offering spectacular views of the Pearl Tower and modern Pudong across the River, the House Of Roosevelt provides the perfect mixture of pleasure and learning.

A comfortable seminar environment is coupled with a restful lunch and dinner featuring top quality European menus.





# REGISTRATION & PAYMENT

Seminar next date:

**December 8th (Sat) and 9th (Sun), 2018.**

The number of participants is limited to 8.

The reservation will be done by strict date of registration.

FEES: USD TBC

Payment with credit/debit card at

[www.cristinabertrand.com](http://www.cristinabertrand.com)

Shop: Seminar: Be a Cultural Ambassador

Includes:

- Seminar classes
- Two breakfasts
- Two lunches
- One dinner
- Refreshments

For information and/or registration, please contact:

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