**Online breakfast with BALAJCZA: ‘Effective intercultural communication’**

On 21 July 2020, BALAJCZA Linguistic Services organizes another online breakfast for its clients, business partners and associates.

**The theme of the meeting is: ‘Effective intercultural communication’.**

The ability to communicate with representatives of different cultures is one of the most important factors determining our success in the international arena. It allows not only to build effective teams or conduct successful negotiations, but also to understand the intentions of others, avoid many misunderstandings and unwanted conflicts.

That is why it is worth knowing:

* Why it is important to be able to ‘read the air’ in Japan?
* How to behave when a Portuguese refuses us?
* Why a Chinese may not come to a prearranged meeting?
* And how to joke in such a way that an American does not feel offended?

During the meeting, we will focus mainly on verbal communication in high and low context countries. We will find out what is meant by ‘reading the air’, or reading between the lines, whether ‘no’ always means refusal, how to write emails and how to interpret a situation where someone does not write back for a few days. We will focus on this one aspect and look at a large number of examples.

We will learn more about effective communication with representatives of different cultures from:

Monika Guzek – intercultural trainer, project manager and university lecturer. She coordinates strategic and marketing projects, as well as is responsible for the implementation and adaptation of products to the requirements of foreign markets. For 10 years, she has been realizing her potential in the area of B2B and B2C marketing, actively supporting sales departments and adapting sales support methods to local client preferences. She has extensive international experience: she worked in Poland, Germany, China and Indonesia and since one year has been splitting her time between Poland and Portugal. She has been a Member of the Management Board of SIETAR Polska since 2019.

We would like to invite all persons interested in the subject to join the meeting. It will be held in Polish language. If you wish to participate, please contact us: Timea Balajcza, [timea.balajcza@balajcza.pl,](mailto:timea.balajcza@balajcza.pl) phone: +48 601 913 446