

**TRAINING IN INTERCULTURAL COMMUNICATION IN A WORKPLACE  
SETTING  
A VIRTUAL FORUM  
LATIN AMERICAN – CANADA – USA – EU – ASIA**

**Organized by:**

[El Centro Boliviano de Estudios Multidisciplinarios \(CEBEM\)](#) a research and learning organization

**In collaboration with:**

[Centre for Intercultural Communication \(UBC-CIC\)](#), University of British Columbia

[Centre for Sustainable Community Development \(SFU-CSDC\)](#), Simon Fraser University

[International Secretariat for Human Development \(ISHD\)](#)

[ZAK | Zentrum für Angewandte Kulturwissenschaft und Studium Generale](#)

[Förderverein der Postgraduierten des Instituts für Regionalwissenschaft \(IfR\) e.V.](#)

[Deutsche Evangelische Arbeitsgemeinschaft für Erwachsenenbildung](#)

**Through the financial support of:**

[The International Development Research Centre \(IDRC-Canada\)](#) a Canadian institution that supports innovative research and knowledge mobilization projects for the sustainable development of the Global South.

**DESCRIPTION**

CEBEM invites participation in this Forum with the aim of discussing and reflecting upon the relevance and necessity of communication and intercultural competencies in work environments. The forum will last four weeks during which four topics will be covered:

1. The importance of culture and interculturality in professional development
2. Intercultural communication in work environments
3. Cultural clashes: causes and consequences in the professional sphere
4. Stereotypes and attitudes about foreignness in the context

The forum is directed to professionals and technicians from Canada, the USA, and Latin America as well as Asia and Europe who are interested in learning about, expanding and developing skills in the area of Interculturality, and obtaining tools that allow for the successful implementation of projects in the international arena.

The objective of the Forum is to identify areas for work, training and research in Intercultural Communication and establishing professional and scientific networks for communication and information exchange.

### **START DATE AND DURATION**

Start date: June 15 2010.

Duration: Four weeks

### **LANGUAGES**

Spanish, English and German

### **OBJECTIVES**

The form is directed to respond to the following questions:

1. What aspects of Culture and Interculturality are basics as elements of professional development? Why?
2. What guidelines for learning and training in the area of intercultural communication is important to develop and apply and why?
3. What effective strategies can be developed to minimize the effects of cultural clashes in professional and/or personal spheres?
4. What should be the content of a special training session to work effectively in foreign cultural contexts?

### **RESOURCES**

Based on readings of basic texts and working questions, moderated discussions will be organized for professionals who will attend to the questions, comments and suggestions of the participants responding adequately to the bilingual nature of the forum.

The participants will have the possibility to learn to dialogue in innovative intercultural formats, indentifying key current issues, and allowing for a continuous community of learning around the most important issues within Intercultural Communication and sharing their work experiences with regards to this topic. At

the end of each topic discussed the contributions of the participants will be systematized for their publication on the web.

### **EXPECTED PRODUCTS**

1. Establishment of an international and interdisciplinary community interested in the issue.
2. Identification of thematic areas and content for courses and virtual or in-person intercultural training sessions.
3. Identification of research areas.
4. Identification of programs, methodologies, and tools to approach the thematic proposal.

### **COORDINATION**

The coordinator, [Ana Rosa Lopez de Cardenas](#), lic.rer.reg., has a degree in the Sciences of Social Communication for Development and a Master's in Political Action and Citizen Participation in the State of Law (Madrid, Spain). She has a master's degree in Regional Science and Regional Planning and complementary studies in Applied Cultural Science (Karlsruhe-Germany). Ana Rosa Lopez will be supported by moderators from Canadian universities and from CEBEM.

### **REGISTRATION AND CERTIFICATION**

Registration in the forum has no cost and applications will be accepted until **June 5<sup>th</sup>**. The selection will take place the following week; there is a limited number of spots available. A certificate of participation will be sent to participants via air mail.

[Register](#)

[Questions in Spanish, English or German](#)