

How to maximize your success as a Meeting Planner by embracing cultural diversity?

- Cindy Light

As commerce and trade between the U.S and China climbed to \$275B in 2010, thousands of Chinese companies are also here in the United States. These companies want to learn how Americans do business. They also want to attend meetings and events throughout the United States. Knowing how to communicate with the Chinese and other Asian cultures through a better appreciation of their culture is an important competitive advantage.

Cross culture communication expert, professional speaker and the CEO of Culturally Speaking, Cindy Light has over 25 years of teaching, consulting, and business experience in both China and the United States.

In this session, Cindy will use the Chinese culture as well as other Asian cultures in addressing the following points:

- **How to open new doors for your Meeting Planning business through enhanced cultural diversity awareness**
- **How to attract multicultural attendees to your conferences**
- **How to avoid cultural mistakes in meetings and conferences that could result in lost business**
- **How to say good-bye to cultural misunderstanding and win more business**

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