

ITI DUTCH NETWORK

30 March 2007

Dear Colleague,

NIJMEGEN WEEKEND WORKSHOP, 15-17 June 2007

'Intercultural Communication'

Venue

The Dutch Networks' 2007 weekend workshop will be held in the Aula building of **Radboud University** in Nijmegen, a lively city with a rich history - indeed, it claims to be the oldest town in the Netherlands. Spectacularly situated above the Waal and the Rhine, Nijmegen has a fine town centre that combines the best of historic and contemporary Dutch architecture. It also has several fascinating museums, a good selection of boutiques and shops, and the sort of sparkling nightlife that you would expect to find in a university town.

The Workshop

Continuing the Dutch Network's tradition, we have put together a programme combining professional development, socialising and fun. Our theme this year is 'intercultural communication', and we have two excellent speakers lined up, both experts in the field.

We will begin on the Saturday with **Marinel Gerritsen**, who holds the Christine Mohrmann chair at the Department of Business Communication Studies at Radboud University and the Center for Language Studies. Her research focuses primarily on the differences between cultures in communication and the impact these differences have on intercultural communication. In her lecture, Professor Gerritsen will apply a specific model of culture to explore the cultural aspects that translators in particular must consider in their work. She will also provide us with a communication model that reveals the huge number of culturally-determined aspects that must be considered to ensure that a message is interpreted as intended in intercultural communication.

On the Sunday, our second speaker will be **Mike Gould**, the director of communication consultants Michael Gould Associates BV. Mr Gould is a writer and editor who works with companies and universities to enhance the impact of their corporate communication and international marketing and advises them on communication strategies. His session will go beyond the usual lecture and force us to think actively about intercultural communication. We will begin by filling in a personal cultural questionnaire, attend a short interactive presentation, and then take part in a culture simulation (with a debriefing afterwards), the aim being to become aware of our own cultural characteristics and values, learn about those of other cultures, and explore ways of communicating with people who come from different cultural backgrounds.

Other activities

On Saturday afternoon, after the 'sweatshop' portion of the workshop, we will be taken by shuttle bus to Nijmegen city centre and let loose for a few hours to explore the town and its many delights on our own. This is your chance to soak up the atmosphere, enjoy a drink in one of the cafes along the Waal or in the town centre (for example De Waagh on the Grote Markt, in a building dating from 1612), or visit one of Nijmegen's museums. We can recommend three: *Museum Het Valkhof* (Roman archaeology and ancient and modern art; see www.museumhetvalkhof.nl), the very Dutch *National Bicycle Museum Velorama* (history of the bicycle, with a collection of 250 two-wheelers) and, right next door, the *Stratenmakerstoren*, a 16th-century rondel that was only recently rediscovered intact behind an old wall.

If you prefer to shop, then visit *Marikenstraat*, where architects have taken advantage of natural height differences and created an outdoor shopping centre on two levels - a fine example of the ingenious way that the Dutch use space.

For more tips on what to do in Nijmegen on your afternoon off, see www.vvvnijmegen.nl.

Sunday excursions

In an attempt to offer 'something for everyone', we have two parallel excursions scheduled for Sunday afternoon, both at the 12th-century former monastery Commanderie van St. Jan in the city centre. The first excursion is a guided tour (in English) of **Stadsbrouwerij 'De Hemel'**, where the beer is still brewed according to traditional methods. As part of the tour, we will sample several local brews.

If beer isn't really your thing, then the parallel excursion should offer an excellent alternative: a guided tour (in Dutch) of **Coffyn**, a coffee roasting house, where we will learn about traditional coffee roasting techniques and taste several different types of coffee.

Food & drink

The Nijmegen weekend will kick off with dinner at **Quirin's**, delightfully located on a boat moored along the Waal (Waalkade, right across from Holland Casino). In keeping with our 'intercultural communication' theme, we will be venturing beyond Anglo-Dutch relations this time with a Portuguese-inspired *estufado* buffet dinner.

Lunch on both days will be served at Radboud University.

The Saturday evening gala dinner will be quite gala indeed. Our location is **Concertgebouw De Vereeniging**, a splendid Jugendstil building with elegant function rooms. Our location will be the lovely Keizer Karelfoyer, where we will enjoy drinks, dinner, dessert and coffee. The location, Keizer Karelplein 2d, is very convenient for those of our group who would like to venture out to some of Nijmegen's famous pubs and cafes afterwards.

Overnight accommodation

We have made block bookings at two hotels in Nijmegen, both in the city centre.

The first is **Hotel Courage**, Waalkade 108-112, 6511 XR Nijmegen (T +31 24-3604970, F +31 24-3607177, E info@hotelcourage.nl W www.hotelcourage.nl), overlooking the Waal and the harbour, where we have reserved 8 singles at **EUR 75** per night. Parking is available at the Kelfkensbos, Holland Casino and Eiermarkt car parks, all within walking distance. Hotel Courage is about a 15-minute walk from Nijmegen central station.

The second is **City Park Hotel**, Hertogstraat 1, 6511 RV Nijmegen (T +31 24-3220498, F +31 24-3242137, E info@cityparkhotel.nl, W www.cityparkhotel.nl), a friendly hotel right in the city centre, where we have reserved 7 doubles at **EUR 82.50** and 12 singles at **EUR 58** per night. There is secure parking across the street from the hotel (EUR 7.80 per 24 hours). City Park Hotel is about a 10 to 15-minute walk from Nijmegen central station. NOTE: The hotel does NOT have a lift.

We would urge you to check the websites and reserve a room at one of these two hotels **as soon as possible; in the case of City Park Hotel before 21 April. Please be sure to specify that you are booking a room in connection with the ITI Dutch Network, reserved by Marjo Crins.**

As the Aula building of Radboud University is actually some distance from the town centre and the hotels, we will be arranging a shuttle service to and from Nijmegen town centre on both days.

Travel

There are good road links to Nijmegen from the Eurotunnel and ferries. Inexpensive flights can be booked from the UK to the Netherlands on Jet2, EasyJet or RyanAir (which also flies to Eindhoven; there is a bus service from the airport to Eindhoven central station). Nijmegen is easy to reach by train from Amsterdam (direct) and Schiphol Airport (via Utrecht). Check the website of Netherlands Railways (www.ns.nl) for train times between the different airports and Nijmegen (note: in the drop-down menu, select Nijmegen, not any of the other Nijmegen stations).

Registration and cost

The cost of the weekend will be

- Delegates: **£ 228 / EUR 335**
(includes all workshop activities and materials, all meals and Sunday excursion)
- Accompanying partner: **£ 78 / EUR 115**
(includes evening meals and Sunday excursion)

To register, please complete the enclosed Booking Form and return it by e-mail or post as soon as possible to:

in2dutch@yahoo.co.uk

or by post to:

Marjo Crins
Townfoot
West Hall
Brampton
CA8 2EH
UK

Payment

By transfer to either of the following accounts:

ITI Dutch Network
Account no. 34321845
NatWest
Windsor and Eton Branch
Sort code 60-24-12

ITI Dutch Network Weekend Workshop
Rekeningnr. 9266893
[woonplaats: Schimmert]
Postbank zakelijk
BIC/SWIFT code: PSTBNL21
IBAN: NL61 PSTB0009 2668 93

Or by cheque (made payable to ITI Dutch Network) sent to:

Jan Arriens
18 Ryecroft Lane
Fowlmere
Royston SG8 7TT
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