I don’t suppose you could... : how to communicate effectively to achieve your desired goals

Programme Code: W091210S

Speaker
Prof. Martin Warren, Research Centre for Professional Communication in English, English Department, The Hong Kong Polytechnic University
Prof. Warren is involved in designing and teaching postgraduate programmes in Applied English Language Studies and communication studies for different professions. During the course of his teaching and research, he has uncovered the typical needs of professionals seeking to improve their English; and, more appropriately and practically, the need for professionals to foster their communicative competencies in the workplace.

Date
Thursday, 10 December 2009

Time
6:30 p.m. – 9:30 p.m.

Venue
Hong Kong Institute of CPAs Training Centre, 27/F., Wu Chung House, 213 Queen’s Road East, Wanchai, Hong Kong

Enrolment fee
HK$750 for HKICPA member or student; and IA/HKIAAT’s member or student
HK$1,500 for non-member

Language
English

Format
Workshop, including practical examples/case studies

Competency
Personal and Interpersonal Skills*

Rating
Advanced Level* - Advanced understanding of the knowledge area. The ability to apply knowledge and skills to complex non-routine situations. Troubleshoot most situations in the absence of complete or consistent data/information.

Target audience
All parties who want to enhance their communication skills

CPD credit
3 hours

About the programme

In language study, there is an interesting field known as ‘pragmatic politeness’ which is concerned with how speakers and writers use specific combinations of strategies (e.g. apologising, showing respect, asserting common ground, thanking, seeking agreement) in order to both achieve their communicative goals and to ensure that the face of both the speaker/writer and the reader/hearer are maintained. These strategies are vital for effective communication and the full range available and in which contexts they are preferred are covered in this workshop. There are also contexts in which the speaker/writer may wish to convey irritation, annoyance or outright anger and these are particularly difficult communicative contexts. To handle such communicative events, an understanding of ‘pragmatic impoliteness’ strategies (e.g. withholding politeness, indirect impoliteness, avoiding agreement, making the hearer/reader feel uncomfortable) is invaluable for the professional communicator. This workshop will examine how to best utilize all of these resources in professional contexts.

* Please refer here for descriptions of other competencies and ratings.
HONG KONG INSTITUTE OF CERTIFIED PUBLIC ACCOUNTANTS

CPD ENROLMENT FORM (For Support Programme)

Operation & Finance Department,
Hong Kong Institute of CPAs,
37/F, Wu Chung House, 213 Queen's Road East, Hong Kong

Payment & Enrolment Status Enquiry: 2287 7381
e-mail: finance@hkicpa.org.hk
Fax : 2893 9853

Course Information Enquiry: 2287 7386
e-mail: cpd@hkicpa.org.hk

Deadline: 7 working days before the date of the programme

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☐ I am unemployed and planning to rejoin the workforce.
The Institute reserves the right to allocate places to enable the enjoyment of more members in this event.
The Institute’s decision is final. Applicant must submit the enrolment form 10 working days before the event.

Contact Person : ___________________ Tel No. : ____________ Fax No. : ____________ E-mail : ___________________

Payment Method (Please tick the appropriate box)

☐ Cheque (payable to “Hong Kong Institute of Certified Public Accountants”)
  Cheque No.: ___________________ Bank: ___________________

☐ Visa / Master Credit Card
  Card Number : ___________________
  Card Expiry Date (month/year) : ___________________

Cardholder's Name : ___________________ (Please print)
Date : ___________________

Cardholder's Signature : ___________________

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Auth. Code No. ___________________ Handled by ___________________ Date ____________

Notes:
1. Membership Status: NP = Non-Practising, P = Practising, IA = International Affiliate, S = Student, HKIAAT = HKIAAT Student or Member, GAA = GAA Passport holder, NM = Non-Member.
2. Please put a “✓” in this column to indicate you wish to register by Computerized Ticketing System. Instead of a ticket you will receive a confirmation receipt by post. Details of the system can be found at http://www.hkicpa.org.hk/membership/cpd/ticket.php.
3. All applications are on a first-come-first-served basis. In the event of over-subscription, priority will be given to members and students of HKICPA.
4. Application by fax will ONLY be accepted when payment is made by Visa/Master credit card. Please ensure all the particulars relating to payment are completed, otherwise the application cannot be processed. There is NO need to send in the enrolment form again if it has already been faxed to the Institute.
5. Cheque(s) should be made payable to “Hong Kong Institute of Certified Public Accountants”. Please issue SEPARATE CHEQUE for each event.
6. Successful applicants will receive admission ticket or confirmation notice (for those who opt for Computerised Ticketing System) at least 3 working days before the event. Unsuccessful applicants will also be notified around the same time. If you have not heard from the Institute regarding your registration 2 days before the event and if you have other enquiries related to the programme, please make enquiry at 2287 7386 or 2287 7253.
7. NO REFUND/CANCELLATION will be entertained after the application is processed. If you are unable to attend the enrolled programme, you may nominate a substitute to take your place, provided that the Institute is notified in writing at least two working days prior to the event date.
8. All scheduled events will be cancelled and postponed to a date to be announced in the event of typhoon signal no. 8 or above or if a Black Rainstorm warning is hoisted. For details of bad weather arrangement for CPD programmes, please refer to the Institute’s homepage.
9. The Institute reserves the right to change the venue, date or speaker of the event due to unforeseen circumstances.
10. All personal data collected from the enrolment process, and administration of the CPD Programmes will only be used for the purpose of the administration of the course on which members are enrolled.

Please fill in the following label CLEARLY for mailing of admission ticket:

Name : ___________________ Name : ___________________
Company : ___________________ Company : ___________________
Address : ___________________ Address : ___________________