

DIALOGUE LANGUAGES sprl55, Route du Tonnelet - B-4900 SPA (Belgium)Tél. (int. + 32) (0)87 79 30 10www.dialogue-languages.comVAT BE0661.601.564E-mail: info@dialogue.comBNP Paribas Fortis, 1, Place Pierre-le-Grand B-4900 Spaswift: GEBABEBBIBAN: BE61 0017 9300 7917

FEES 'one-to-one' programmes EXCL. VAT

* English-Hastings * * Spanish-Barcelona (outskirts) *

Price per person in full-board accommodation (single room with private bathroom & television)

THE DIALOGUE WEEK: 70 hours of contact with the language and culture from Monday 9.00 a.m. to Friday ±4.00 p.m.

INTENSIVE programme 'made to order'					
4 private lessons a day x 5 days $+ 3$ hrs individual study $+ 2$ h mealtime conversation					
5 private lessons a day x 5 o	days $+3$ hrs individual study $+2$ h mealtime conversation	2200 €			
VERY INTENSIVE programme 'made to order'					
6 private lessons a day x 5 days $+3$ hrs individual study $+2$ h mealtime conversation					
7 private lessons a day x 5 days $+3$ hrs individual study $+2$ h mealtime conversation					
SUPER INTENSIVE programme 'made to order'					
8 private lessons a day x 5 days $+2$ hrs individual study $+2$ h mealtime conversation					
Extras					
Arrival on Sunday evening	Between 6.00 p.m. and 7.00 p.m. (dinner with teacher, bed & breakfast included)	130€			
Arrival on Sunday evening	Between 6.00 p.m. and 7.00 p.m. (bed & breakfast included)	100€			
Transportation to & from train	station Between 6:00 p.m. and 7:00 p.m.				
Station Ashford for Hastings		120€			
Sstation BARCELONA		120 €			
Transportation to & from Airport Between 6:00 p.m. and 7:00 p.m.					
London Gatwick/Heathrow for Hastings		250 €			
Airport BARCELONA		120€			
Dinner on Friday		50 €			
Extra bed and breakfast	Per night	125€			
Extra lunch or dinner	Per meal with teacher	50 €			

THE DIALOGUE WEEKEND one-to-one programme ' made to order ' from Saturday 9.00 a.m. to Sunday ±4.00 p.m.

6 private lessons a day x 2 days Extras	+ 3 hrs individual study + 2 h mealtime conversation	1500 €
Arrival on Friday evening	Between 7.00 p.m. and 8.00 p.m.(dinner, bed & breakfast included)	150 €
Arrival on Friday evening	Between 7.00 p.m. and 8.00 p.m.(bed & breakfast included)	100 €

For all these programmes, we propose two ways of studying

* Improvement of **precise aspects of the language**

(comprehension, grammar, vocabulary, pronunciation...)

* Improvement of oral or written communication skills in a specific field

(banking, insurance, environment, business...)

IN YOUR COMPANY

Training seminars ' made to order '

Seminars of a few days

Negotiating, language for secretaries, for business, for diplomats, for bankers,...

Price and brochure on request



14 THE WALL STREET JOURNAL EUROPE FRIDAY - SATURDAY JUNE 27 - 28, 1997

Look Before You Leap Into a Language You May Have to Put Your Money Where Your Mouth Is

BY BRANDON MITCHENER Staff Reporter

ESSON ONE: Look at language classes like of the school, DIALOGUE, which offers indiany other investment. After shopping around for a two-week crash course, David Ecklund, a 47year-old American sales executive living in Brussels, thought he was lucky to get into a group course that a local school was running for another U.S. multinational. It was cheaper than places out of town and so, says Mr. Ecklund, "I figured I'd stay in Brussels."

He got what he paid for. Instead of building the little he had learned of the language at high school, Mr. Ecklund got an intensive exercise in frustration. "In a classroom environment with seven to 10 people," he says, "you learn at the pace of the slowest student." Even worse, he was so put off by the experience he gave up entirely on learning the language for three years.

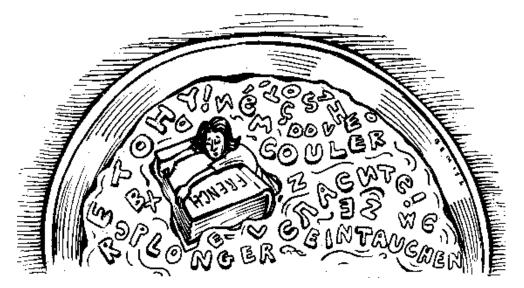
MONEY MATTERS

Whether you pay for language classes yourself, like Mr. Ecklund, or your company pays for them, there's nothing more frustrating than wasting time and money on language lessons - especially in a class that's supposed to be "intensive." But even one-on-one instruction can be a waste if you choose the wrong school. And with prices for intensive and full-immersion classes ranging from \$20 to \$100 an hour not to mention the possibility of losing income from having to take time off from work or using vacation time - it pays to

choose carefully. (Intensive refers to morning classes with afternoons off, while full-immersion programs pretty much involve round-the-clock attention.)

First off, decide what kind of return you want on your time and money and choose a school - or combination of schools - that maximizes the potential reward while minimizing the chance of wasting time and money. Many language schools don't offer refunds. The most important criteria for a successful intensive or full-immersion experience are small class sizes and professional teachers as well as preparation, follow-up and realistic expectations on the part of the student. (...)

On his second try, Mr. Ecklund found just what he was looking for: a fullimmersion program at **DIALOGUE**, that both helped him with his pronunciation and grammar and adapted itself to his interests including vocabulary geared to his logistics business. Mr. Ecklund is commercial director of Caterpillar Logistics Services Inc., a unit of Caterpillar Inc.



The key to Mr. Ecklund's satisfaction, in his view, was the one-on-one philosophy vidualized courses ranging from 20 hours of instruction a week to a more extensive 40 hours a week.

Mr. Ecklund is convinced that the school, which is run out of the home of the teachers and includes full board and roundthe-clock attention, is a bargain. "If you go to group classes, you might save money, but you'll probably spend the same amount over time because it'll take you much longer," he says.

In fact, people who have taken a fullimmersion plunge say group classes should be limited to five students, especially if you're beyond the absolute-beginner level. The more numerous or more advanced the students, the more likely the ability level will vary wildly.

Small Is Beautiful

A reason to opt for one-on-one instruction, or at least go to a school that offers one-on-one lessons, is the opportunity to work on specialized vocabulary and cultural issues that wouldn't be part of a traditional curriculum.

Of course, schools like **DIALOGUE** have their price. (...) But considering the degree of individual attention they provide, students who attend them have a better shot at satisfaction.

Take the Plunge

One of the best language schools in **Europe:**

DialoguE

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DialoguE Languages (French in Spa or in Bretagne or in Switzerland) DialoguE English Courses (English in Hastings) DialoguE Idiomas (Spanish in Barcelona) **DialoguE** Nederland (Dutch in Maastricht) Dialogue Germany (German in Meersburg)

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FEES 'one-to-one' programmes * English-Hastings ** Spanish-Barcelona(outskirts)*

 Please use BLOCK LETTERS

 Image: Image

CHOOSE YOUR PROGRAMME:

□ **English** Hastings

□ Spanish Barcelona

EXCL. VAT

THE WEEK AT DIALOGUE programme one-to-one 'made to order' from Monday 9.00 a.m. to Friday ±4.00 p.m. Number TOTAL AMOUNT EXCL. VAT 2000 € 4 private lessons/day Intensive programme 5 private lessons/day 2200€ Intensive programme Very intensive programme 6 private lessons/day 2400 € Very intensive programme 7 private lessons/day 2600 € Super intensive programme 8 private lessons/day 2800€ **EXTRAS** Arrival on Sunday evening (dinner with teacher, bed & breakfast included) (between 6 & 7 p.m.) 130€ (between 6 & 7 p.m.) 100 € Arrival on Sunday evening (bed & breakfast included) Transportation to & from train station (between 6 & 7 p.m.): Station Ashford for Hastings 120€ Station BARCELONA 120€ Transportation to & from Airport (between 6 & 7 p.m.): - London Gatwick/Heathrow for Hastings 250 € - Airport BARCELONA 120€ Dinner on Friday 50€ Extra bed and breakfast 125€ Extra lunch or dinner with teacher 50 € THE WEEKEND AT DIALOGUE programme one-to-one 'made to order' from Saturday 9.00 a.m. to Sunday ±4.00 p.m. Very intensive programme 6 private lessons/day 1500 € **EXTRAS** Arrival on Friday evening (dinner, bed & breakfast included) (between 6 & 7 p.m.) 150 € Arrival on Friday evening (bed & breakfast included) (between 6 & 7 p.m.) 100 € I will be travelling by □ car □ train □ air TRAIN/FLIGHT n° STATION/ AIRPORT.....

□Ms. □Mr. NAME	FIRST NAME				
COURSE DATES: From	to	Private lessons per day			
<u>CHOOSE YOUR PROGRAMME</u> :	English-Hastings	□ Spanish-Barcelona (outskirts)			
CHOOSE YOUR EDUCATIONAL PR	OGRAMME				
Which field(s) would you like to imp	rove your language skills in?				
 Accountancy Administration Audit Bank Computing Diplomacy Economics Enterprise Others: General programme 					
Which specialisation in this field ?					
 Which precise aspect(s) of the langua spelling pronunciation grammar 	 ge would you like to improve? reading comprehension written expression general vocabulary 	 listening comprehension oral expression specialised vocabulary 			
D Others:					
With which media/materials?					
 ³ LANGUAGE LEVEL Complete beginner Intermediate 	 Beginner (little knowledge) Advanced 	ElementaryVery advanced			
Do you smoke? :					



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