



EMPLOYMENT LAW ALLIANCE®

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GOLDMAN ANTONETTI & CORDOVA, P.S.C.
ATTORNEYS AT LAW

**Free 90-Minute Webinar
in Cooperation with Aperian Global**

Cultural Considerations for Conducting Business in a Global Economy

Thursday, July 22, 2010

**Two Opportunities to Attend
(both sessions will cover the same material and information)**

Session 1

1:00-2:30 p.m. GMT/UTC

9:00-10:30 a.m. EDT

OR

Session 2

3:00-4:30 p.m. EDT

2:00-3:30 p.m. CDT

1:00-2:30 p.m. MDT

12:00-1:30 p.m. PDT

9:00-10:30 a.m. HAST

Even when companies abide by local law and corporate policy, the best laid business plans can go awry when your management team fails to follow local customs and cultures. Companies doing business in foreign jurisdictions must understand the impact that a country's traditions and mores have in managing their local workforce. This webinar features experts from Aperian Global, who will offer the following practical guidance:

- Attitudes toward prospective employers and corporate brands
- Common employee engagement and retention issues in a multi-cultural work environment
- Performance management and feedback styles with employees in different regions
- Training and development challenges based upon cultural differences in learning styles
- What to do when you are in an environment that doesn't treat women fairly (according to your local standards)
- The impact that religious beliefs and practices can have on the workplace

Who Should Attend?

The webinar is an invitation-only event exclusively for clients of ELA member law firms and Aperian Global. The information presented will be of particular interest to:

- Senior Management
- In-house Counsel
- Human Resources Professionals

Speakers

- Stephen J. Hirschfeld, Moderator; CEO, Employment Law Alliance and Partner, Curiale, Hirschfeld, Kraemer LLP, San Francisco, CA
- Ernest Gundling, Founder and Chief Operating Officer, Aperian Global, San Francisco, CA
- Simone-Eva Redrupp, Practice Group Leader for Europe, Middle East, and Africa, Aperian Global, Paris, France

CLE Credit

The Employment Law Alliance is not able to offer CLE credits at this time; however, for states that will accept it, a Certificate of Attendance will be posted with the other webinar materials immediately following the webinar for you to download as needed.

About the Employment Law Alliance

The [Employment Law Alliance](http://www.employmentlawalliance.com) is the most comprehensive network of labor and employment attorneys in the world. Our network of over 3,000 attorneys provides employment and labor expertise in all 50 U.S. states and in more than 300 cities in over 110 countries around the globe. ELA members work closely together to ensure that their clients' legal matters are handled seamlessly wherever they do business. The ELA provides a smarter, more efficient and effective alternative to using a single multi-state or multi-national law firm. For more information about the ELA, please visit:

www.employmentlawalliance.com.

ELA and Aperian have a close working relationship, allowing each other's members to benefit from some of their key online resources.

About Aperian Global

[Aperian Global](http://www.aperianglobal.com) provides consulting, training and web tools for global talent development. Key practice areas include Global Leadership, Global Teams, Global Assignment Services, Global Diversity & Inclusion, and Global Business Skills. The company has offices in Bangalore, Beijing, Boston, Dubai, Paris, Kolding (Denmark), San Francisco, Shanghai, Singapore, and Tokyo, and staff and associates on the ground in over 80 locations worldwide: www.aperianglobal.com.

Register

To register, please go to: www.employmentlawalliance.com and click the session you want to attend in the box on the right entitled, "Employment Law Webinars." *Both sessions will cover the same information; choose whichever one is most convenient.*

Questions?

For additional information or questions, please contact Linda Henderson at the Employment Law Alliance (leh@employmentlawalliance.com).