



The European Consortium for  
Accreditation in Higher Education

## TRAINING: CULTURAL COMPETENCE FOR QUALITY ASSURANCE PROFESSIONALS

### HOST

NVAO Netherlands, Accreditation Organisation of the Netherlands and Flanders,

### LOCATION of the VENUE

NVAO Offices, Parkstraat 83, 2514 JG The Hague, Netherlands

---

### **INTRODUCTION:**

To function effectively in our culturally diverse and increasingly globalising world, in any type of organisation, intercultural awareness and communication skills are an advantage.

If you would like to add to your skills set for effectively communicating and working with international experts and stakeholders in the European Higher Education Area or you're simply eager to know ways of improving your intercultural communication skills, then understanding how to negotiate cultural differences is crucial.

On this course you'll learn how to become aware of your own and others' cultural characteristics, cultural assumptions we all have, the shades of cross-cultural interaction, and their potential for (mis)understanding. You'll learn different communication styles, how values can change from country to country, and how you can more readily assess and adapt within diverse contexts.

This practically oriented course aims to:

- provide participants with a thorough foundation for understanding of intercultural communication as a phenomenon;
- encourage participants to engage critically with their default approach to culture, cultural differences and intercultural communication;
- enable participants to reflect systematically on their own cultural identities, background, and cultural and intercultural experiences.

### **FEES AND REGISTRATION:**

**Participation in this training costs 450 euro.** The fee for ECA members (i.e. staff from QA agencies that are members of ECA) is 350 euro. The training fee covers the costs of the training and venue, dinner, and light lunches. The fee does not cover any travel costs or accommodation.

---

Registration is required by **5<sup>th</sup> of March 2023** through writing an e-mail with your name and organisation to [secretariat@ecahe.eu](mailto:secretariat@ecahe.eu).

*After receiving your e-mail, we will let you know whether it is still possible to participate in the training. If we cannot offer you a place this time your name will be recorded on a waiting list and you will have priority when the training is organised again.*

### **FACILITATORS:**

**Joanna Domagała, SUCTIA Centre Manager, ECA trainer**  
**Yvonne Overvest, NVAO, ECA trainer**

---



WEDNESDAY, 29 March 2023

**10.00 – 15.00**

**TRAINING, PART TWO**

**5. Stereotypes and how they work**

- How do we deal with obstacles to intercultural communication such as stereotypes, assumptions and prejudices?
- Stereotypes versus generalisations, and cognitive biases.
- Benefits of a deeper understanding of the nature of cultural differences leading to more effective interaction between people in cross-cultural situations.

**6. Cross-cultural Communication Styles and Verbal and non-verbal communication**

- The influence culture and context have on communication styles.
- How cultural values and/or gender roles influence a communicator's style.
- How nonverbal messages can be culturally specific.
- How nonverbal communication impacts the message received.

**7. The case study: Preparing for intercultural collaboration**

- An exercise in small groups where we examine how to help participants understand a range of communication styles, to identify each other's individual preferences, and to consider how to create optimal team communication while respecting individual cultural preferences. Participants will be apply the theory of this training to a specific case study in their future QA practice. Potential intercultural differences in a diverse group of experts will be examined with possible solutions and approaches developed on the basis of what has been learned. They are encouraged to share these experiences with the teammates from the training.

**8. Closing**

**14:00-15:00**

**Farewell and light lunch**

**Facilitators:**

Joanna Domagała, SUCTIA Centre Manager, ECA trainer

Yvonne Overdevest, NVAO, ECA trainer