



Corporate Proposal

<http://www.workplace-english-training.com>

An Overview of Workplace English Training E-Platform <http://www.workplace-english-training.com>

Workplace English Training E-Platform (WETE) is an online training and resource centre. Designed for working adults who want to develop and improve their business English skills, WETE is a low-cost solution for companies who want to give company-wide training, especially those with staff across multiple locations.

WETE fills a niche in the competitive online training market by providing continuous yet flexible learning. This is what separates WETE from other online training products.



Key features of WETE:

- 54 Volumes of Workplace English E-Magazine / 129 issues of The Language Key magazine
- Learning Centre (categorized and searchable content)
- Business English Level Test (Aligned with IELTS and BULATS methodologies)
- 1200 Business Document Templates
- User-generated Learning Paths + Job-specific Learning Maps
- Business Writing and Business Speaking courses (4 levels) + range of other business English courses
- Business Word/Phrase of the Day
- Business English Tip of the Week
- 100+ business speaking audio lessons that can be downloaded to portable devices
- 2600+ downloadable learning resources
- Student helpline (including mobile app and Tips from Dr English)

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Other features include:

- Email newsletters to keep users informed of newly added content
- Clarity Voice Recorder (Record your own voice and fine tune your pronunciation)
- Multiple content search methods
- Tips section (Regular content focusing on all skills - grammar, reading, writing, listening and speaking)
- Games, tests, quizzes, ESL reviews and much more

Usage Statistics

To monitor usage and evaluate the benefit of WETE, you can view detailed usage statistics on request. In addition, your users can complete an online evaluation form towards the end of your subscription.

WETE's continuous learning methodology, content and feature-rich platform and tracking components have ensured a corporate-subscription rate of 96% over the past 5 years.



User-friendly Interface – English and Multilingual Versions



[Home](#) | [Showcase](#) | [Newsletters](#) | [Technical Support](#) | [Contact Us](#) |



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Keyword Search...



SHARE



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[My Learning](#)

[Learning Centre](#)

[Resources](#)

[Download Centre](#)

[Student Helpline](#)

[FAQs](#)

Vocabulary



Business Word/Phrase of the Day

Tips



Business English Tip of the Week

Podcasts



Workplace English Podcast

Member's Area

SUBSCRIBE

Username

.....

Login

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» Main Study Areas

» [Business Writing](#)

» [Business Speaking](#)

» [Business/General Reading](#)

» [Business Vocabulary](#)

» [Business/General English Advice](#)

» [Business English Exams](#)

» Online Training Resources

Content Showcase: October

Business Writing

Writing Introductions to Business Reports



Writing introductions to business reports can cause many problems to you as a writer. As a writer, you should always bear in mind what the function of an introduction is. The introduction to a report... [Read more...](#)

Business Reading and Listening

Social and Business Visits with Americans



It is important for business people to understand how to behave in different types of situations when meeting Americans. Americans often plan social events at short notice, so don't be surprised if... [Read more...](#)

Comprehensive Learning Centre – Fully Searchable and Categorized



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Search Content Database

Keyword Search...



SHARE



Content Showcase

My Learning

Learning Centre

Resources

Download Centre

Student Helpline

FAQs

Interactive Content

Past Volumes Archive

The Language Key Magazine

Business Writing

Business Speaking

Business/General Reading

Business Vocabulary

Business/General English Advice

Business English Exams

- Interactive Content – audio and video activities
- Non-interactive Content – downloadable PDF activities and exercises
- The Language Key Magazine – back catalogue of Language Key's printed magazine
- Past Volumes Archive – 54 volumes of Workplace English Training E-Magazine

My Learning Module – Users Can Create Their Own Courses or Take a Range of Courses



- Check My Business English Level – accurate test giving users an ALTE benchmark level
- My Learning Path module – users can select the content they wish to study and save it as a course
- My Courses module – 4 levels of business speaking and writing, plus other courses
- Job Specific Learning Paths – selected lessons for a range of different job types

Search Content Database – Easily source your desired content!



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Search Content Database

Keyword Search...



SHARE



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Search Content Database

You can search in the following ways:

- 1) To search all the resources in the E-Platform, type in a key word or phrase into the 'Keyword' box and select 'All categories' in the 'Category' box. Any resource containing your key word or phrase will be listed below. If you do not type in a key word or phrase, all the resources of the Learning Centre will be listed.
- 2) To search all the resources within a specific category or sub-category, select the category or sub-category from the 'Category' box and leave the keyword box empty. All the resources with that category or sub-category will be listed.
- 3) To search for a specific topic within a category or sub-category, select the category or sub-category from the 'Category' box and type in a key word or phrase. Any topic which has been tagged with your key word or phrase will be listed.

Keyword:

Category:

All categories ▼

Submit

Reset

Student Helpline – Post Questions and Share your Knowledge with Other Subscribers

Business English Helpline Mobile App [android version](#) / [iOS version](#)







[Index](#) [Recent Topics](#) [New Topic](#)

Forum [Index](#)

Board Categories

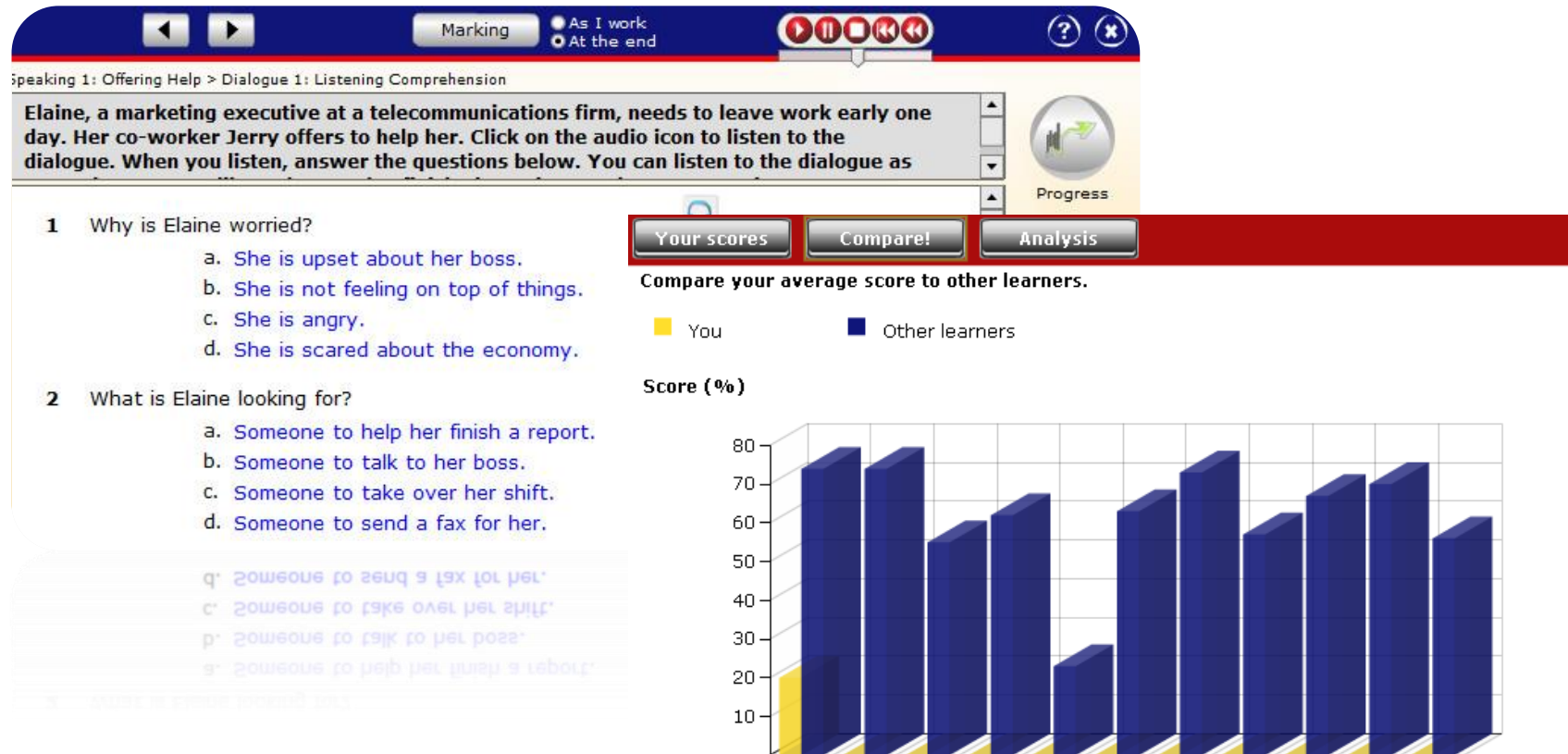
Business English Helpline

Please post your questions to the correct category below. Bear in mind that this is a business English helpline so try to focus your questions on the English you use for work. Our experts will try to answer your questions within 24 hours.

	Business Writing Skills Post your questions about any aspect of business writing skills. Do not post your grammar questions here though!	25 Topics	35 Replies	Last Post: Can the abbreviation ... by xipat
	Business Speaking/Listening Skills Post your questions concerning business speaking and listening skills.	20 Topics	17 Replies	Last Post: Use of "'Would' in C by workplaceenglishexpert
	Business Words and Phrases Here you can post questions regarding business vocabulary.	108 Topics	117 Replies	Last Post: Return ... by pwchk
	Business Grammar This forum is for questions on business grammar. That means all your questions should have a business, not general, context.	77 Topics	70 Replies	Last Post: What is noun clause? ... by workplaceenglishexpert
	Feedback and Technical Support If you have any technical questions about using Workplace English Training E-Magazine, post them here.	11 Topics	9 Replies	Last Post: Mobile app by xipat
	Language Tips from Dr English Expert tips from our own Dr English. Please feel free to comment on any of the tips.	7 Topics	3 Replies	Last Post: The Direct Approach ... by Dr_English

**Tutor always
online to answer
your questions!**

Interactive Exercises that Track Your Performance



- All interactive exercises are written in Clarity's Author Plus software.
- Track your progress and scores against other users on the system

The Download Centre (2600+ learning resources available for download and offline study)



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2608 Resources



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Leave blank to show all



- Select Study Area -



Search

- Select Resource -



- Select Industry -



- Select Level -



Industry type

[Accounting\(3\)](#)

[Banking / Finance\(90\)](#)

[Chemical / Pharmaceutical\(0\)](#)

[Construction / Engineering\(4\)](#)

[Government / The Economy\(64\)](#)

[Travel / Hotels / Tourism\(24\)](#)

[Insurance\(9\)](#)

[Manufacturing\(11\)](#)

[Merchandising / Trading\(4\)](#)

[Professional Services\(0\)](#)

Resource type

[Lesson Plans\(1\)](#)

[Lesson Study Notes\(293\)](#)

[Reading Articles\(139\)](#)

[Dialogue Transcripts\(345\)](#)

[Tasks / Activities / Role Plays\(0\)](#)

[Exercises / Worksheets\(571\)](#)

[Games\(0\)](#)

[Tips\(96\)](#)

[Slide Presentations\(0\)](#)

[Overhead Transparencies\(0\)](#)

Level

[Pre-Intermediate\(551\)](#)

[Intermediate\(1053\)](#)

[Higher-Intermediate\(1005\)](#)

Login Form

Member's Area

Login

[Forgot your password ?](#)



Main Study Areas



[Business Writing / Grammar \(728\)](#)



[Business Speaking / Listening \(1248\)](#)



[Business Vocabulary \(107\)](#)



[Business Reading / Listening \(401\)](#)



Sample Resources

[Model Business Documents](#)


[Lesson Study Notes](#)

Who is WETE for?






- WETE is designed for adult learners who have an English language level between elementary and upper-intermediate, and who need to use English at work. All exercises are graded according to the ALTE methodology (See next page) of which the BULATS tests adhere to.
- WETE works particularly well for learners who are dedicated and self-motivated in self-improvement.
- WETE is an invaluable resource for staff that require English for specific purposes on demand, or for those who want to supplement existing business English training programs.
- WETE will benefit managers who spend a lot of time proofing and correcting documents. Managers can use WETE to develop their staffs writing competency.





E-Magazine Colour-coded Levels

 **Business Speaking and Listening**
Welcoming Business Visitors

- ▶ [Presentation and Practice Exercises](#) ●●
- ▶ [Key Language Focus + Hot Tip](#)
- ▶ [Functional Language](#)
- ▶ [Podcast Lesson](#)
- ▶ [Listening Practice Exercises](#) ●●

  Level 1  Level 2  Level 3  Level 4 Association of Language Testers in Europe [CLICK HERE for descriptions](#)

  BUSINESS SPEAKING FORUM

● Each interactive exercise is colour coded. The colours represent the ALTE level.

ALTE Level	CEF Level	IELTS Level	TOEIC Level	TOEFL Level
Level 5	C2	7.5+	910+	276+
Level 4	C1	6.5 – 7	701 – 910	236 – 275
Level 3	B2	5 – 6	541 – 700	176 – 235
Level 2	B1	3.5 – 4.5	381 – 540	126 – 175
Level 1	A2	3	246 – 380	96 – 125
Breakthrough	A1	1 – 2	-	-

Why Choose WETE?

- **Value Innovation** - Fixed cost for 12-months access to the Learning Centre. WETE is a unique product considerably less expensive per head than any other online language training
- **Integration** - WETE compliments classroom-based training resulting in blended learning solutions
- **Flexibility** - Users learn at their own pace and convenience – language, skills and techniques can be studied and revised as often as required until it's understood
- **Consistency** - All exercises follow a consistent methodology and interface to promote user-friendliness and familiarity
- **Geographical Coverage** - Simultaneous learning locally, regionally, globally
- **Content** - High levels of interactivity through audio, video, simulations & animations. Content focused on workplace English
- **Community Forum** — Promotes user to user knowledge sharing

What support do you and your users receive?

- With WETE, you not only receive a quality e-learning platform, but also a dedicated Customer Relationship Manager. We value the relationship with you and will work with you to promote and support WETE in your organisation.
- Our corporate subscribers receive:
 - WETE User guide
 - WETE End User Registration Guide
 - Promotional Posters
 - Automatic Content Updates by Email Newsletter
 - Regular tips for promoting WETE
- Dedicated technical support team



Why is WETE Effective?

- Language acquisition is an on-going process. The Platform can be accessed **anywhere, anytime!**
- It focuses only on the type of English that staff need to use at work. Thus, the learning achieved by your staff will directly benefit your company.
- It is topic-categorised and searchable so your staff can find exactly what they are looking for quickly and easily. Such a facility will help them with day-to-day English tasks.
- It is the most cost-effective way of training large numbers of staff, especially if they are based in different locations.

Extract from a Business Report

1) Summary

In the course of conducting a survey of Phone Manner, 400 calls were made to the Surveyed staff. 87% of the calls met the four testing criteria: 'Answering phone calls within 3 rings', 'Saying good morning/afternoon', 'Being polite' and 'Returning calls within 24 hours'. Most of the unsatisfactory calls did not fulfil the testing criteria of 'Being polite'. It is recommended that the importance of courtesy be emphasised more vigorously throughout the company in order to improve this area.



How Can you Monitor Staff Usage?

- You can view statistics on staff usage of WETE on request. We can provide you with accurate details for any time period of:
 - Number of sub-accounts set up under your company primary login account.
 - Number of site visits;
 - Number of pages viewed;
 - Number of exercises completed;
 - Number of files downloaded; and
 - Total time spent online.



- **Usage depends on how well you promote WETE within your company.** We can help you with effective internal marketing tools. Users can subscribe to up six different content update newsletters sent by email.

Detailed Statistics on Request



HR Tracking Statistics

[Export to Excel](#)
☐ Export all

Date time selection

From: Jun 01 2009 To: Sep 28 2009 Go

Username	Total sub-accounts	Pages Viewed	Total Time online	Clarity visit	Site visit	Files downloaded
	544	30787	2046h 24m	3306	5687	705

Member list

Displaying: 50 of 544 members.

Display Num: 50 Page: 01 of 11

Member	Name	E-Mail Address	Pages Viewed	Total Time online	Clarity visit	Site visit	Files downloaded
janusn	Janus Ng	janusn@ com.hk	34	01h 48m	6	13	0
C F	C F Ng	richardn@ .com	75	04h 33m	5	11	1

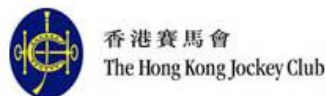
Annual Corporate Subscription Pricing Guidelines

Up to 100 user accounts	US\$1,500
101 – 200 user accounts	US\$1,500 – US\$3,000
201 – 500 user accounts	US\$3,000 – US\$5,000
500 – 1000 user accounts	US\$5,000 – US\$8,000
Unlimited user accounts	US\$8,000

Give your prime asset the tools to communicate successfully in business today!



SAMPLE CLIENT LIST



WETE Client Testimonials

WETE is, as far as I know, the only online magazine focusing on business English. We have had very positive comments from our staff who find it useful, especially as it's directly related to the English they are using in their jobs.

English Writing Coach – PricewaterhouseCoopers

Interactive online training is the future. WETE is informative and full of challenging language tasks related to the workplace. Through our corporate annual subscription we can give all grades of our staff access to some form of language training. We like the idea that it is on-going. Anyone who uses the magazine regularly will improve their English, especially English for the workplace. This in turn helps our company. It is a very cost effective language learning tool which I highly recommend.

Training Director – Hutchison Whampoa

WETE is an excellent way to improve work-related language skills. For the cost of less than half of one classroom-based language course, we can provide on-going training to all of our staff for a year. Studying the E-Magazine on a regular basis helps our staff to develop their knowledge of business English and polish their general English skills.

HR Manager – ING Insurance

Summary of Features

SECTIONS	CONTENT
Business Speaking and Listening	Lessons on business speaking, such as negotiations, meetings, telephoning, business small talk, etc. Training involves pre-listening, interactive listening tasks, focus on functional language, and further interactive tests on the key language. Each topic also includes the complete lesson as a podcast (a downloadable mp3 file), allowing you to listen and learn while on the move.
Business Writing	Lessons on business writing, such as letters, emails, reports, minutes, and business grammar, focusing on common errors. The theory and model examples are presented first, followed by a variety of interactive exercises to test your understanding.
Business Reading and Listening	Business news and culture articles are presented through listening activities. Pre-listening tasks focus learners on the topic. Listening activities allow learners to listen to get the gist and then listen for specific information. The focus is then on words and phrases from the articles followed by interactive exercises to test your understanding.
Business Vocabulary	This section focuses on key areas of business, such as employment, banking, administration, or on specific vocabulary areas, such as phrasal verbs and functional business expressions. Challenging interactive exercises encourage you to think about the new language terms and how they should be used in a business context.

Summary of Features

Editor's Corner	Tania Roberts, the editor of the E-Magazine, answers learners' questions about business English, and gives useful advice about learning English.
Business English Tips	Short, condensed tips provide learners with useful advice about how to improve their business English.
ESL Product Reviews	Reviews of English books and CD-ROMS from the best-known English language publishers, with a focus on business English. Also, there are reviews and links to some useful websites where learners can further improve their English.
Business English Fun	Crosswords, language puzzles, word games, simplified jokes, business etiquette and culture tips, etc. Learners can improve their English while having fun!
Business Grammar and Usage Tests	Timed multiple choice tests focusing on business English usage or grammar. The tests will give you some idea of your business English proficiency.
Printer-Friendly Version	You can download a fully-searchable PDF version of each issue. This version can be printed.
ALTE Scoring System	All practice exercises are determined according to the Association of Language Testers in Europe (ALTE) scoring system.
Learning Maps	Each month we provide subscribers with a 'Learning Map' so you know which topics you should focus on. Learning Maps are provided for Lower and Higher Levels.

Summary of Features – Learning Centre

<p>The Learning Centre</p>	<p>The Learning Centre is a library of reference material for business English. Covering all aspects of business English, you'll be able to download lessons and exercises on business writing, speaking, listening, grammar and vocabulary. In addition, the speaking/listening archive contains hundreds of authentic listening files which will give you endless hours of practice.</p> <p>The Learning Centre is divided into two main sections:</p> <ol style="list-style-type: none"> 1) INTERACTIVE TOPICS where you can complete exercises, many including audio, online. 2) PRINTABLE TOPICS from our archive of past training resources. <p>Both of these sections include topics on the following areas:</p> <p>Writing Skills:</p> <ul style="list-style-type: none"> • Grammar review articles (with exercises and answer key).-Articles highlighting common grammatical errors made in business documents (with exercises and answer key). • Informative condensed articles on a wide range of business writing skills topics (also with exercises and answer key). • In depth reference articles on a range of business English topics. • Analysis and correction of business documents - comparisons of good and bad examples of business writing. • A large collection of sample business documents, including emails, memos, faxes, business letters, minutes, reports etc. <p>Speaking and Listening Skills:</p> <ul style="list-style-type: none"> • Audio recordings of sample of dialogues (with transcripts) of general business conversations. • Audio recordings of sample dialogues (with transcripts) of business telephone conversations.
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Summary of Features – Other Key Features

<p>Search Content Database</p>	<p>The site has been designed so that you can find topics of interest to you quickly and easily. For a general search, use the 'Keyword search'. This will search the whole site including the text within documents. The results, however, may not take you to the article or topic that you need.</p> <p>If you are unsuccessful with the keyword search, use the 'Search Content Database' facility. This is a controlled search which searches the tags that we have added to every topic in the Learning Centre. Furthermore, users can search categories and sub-categories of topics. The display results give a brief description of each topic.</p>
<p>My Learning Module</p>	<p>Enables users to generate and save their own course by selecting content from all the content available at their level.</p>
<p>My Courses Module</p>	<p>Users can select from a wide range of business speaking and business writing courses. They can save their course and return to it at anytime.</p>

Summary of Features – Other Key Features

Podcasts	<p>The podcast audio lessons on this site are free. Feel free to listen to them on our website, download the files in the normal way from the Subscriber's area of the website, or subscribe to the free podcast feed.</p> <p>To download transcripts of the podcast lessons, podcast lesson study notes and interactive practice exercises you need to be a paid subscriber. You can leave comments on the podcasts. All feedback is moderated and will take up to 24 hours to appear on the site.</p>
Tips	<p>Every week we publish a new business English tip. You can subscribe to the Tip news feed for free. This will alert you whenever we release a new tip. You can also leave comments on the tips. All feedback is moderated and will take up to 24 hours to appear on the site.</p>
Newsletters	<p>You can subscribe to up to six newsletters. Just enter your name and email address in the box and select the newsletter you wish to subscribe to. When any new content or posts to the helpline are published, you will be automatically informed by email. You can unsubscribe or change the frequency you want to receive the newsletters at any time.</p>
Business Document Templates	<p>Business-in-a-Box is the ultimate document-writing tool. Including over 1,200 essential templates of contracts, plans, policies, proposals, letters, notices and spreadsheets.</p> <p>Subscribers can download 500 free letters and notices for free and can view on screen the remainder of the documents.</p>
Download Centre	<p>The Download Centre currently includes 2,600+ downloadable business English learning resources from our archives. These resources replicate the learning content in the Student's Area in a downloadable and editable format.</p>

Summary of Features – Other Key Features

<p>Student Helpline</p>	<p>You can post questions on a variety of topics connected to the student helpline. Feel free to answer each others posts.</p> <p>We will endeavor to answer all posts connected with business English. Any post not connected with the sub-forum it is posted in will be removed from the board.</p> <p>In addition, if you have any technical queries about the site, please post them here under the relevant sub-forum.</p> <p>All posts are moderated and will take up to 24 hours to appear on the forum.</p> <p>Mobile app for android and iOS versions available. Fully connectable with site server.</p>
<p>Business English Level Test</p>	<p>Our Business English Proficiency Test, designed by language experts, is based on the same methodology as IELTS and BULATS. The test assesses your English level for Business. The results are presented in a report that indicates your ability in the assessed skills of Reading/Language Knowledge and Listening. The report describes what you can and cannot do in these language areas. The test is FREE only for subscribers!</p>
<p>Learning Maps</p>	<p>Each volume of the E-Magazine includes a 'Learning Map' so you know which topics you should focus on. We also provide Learning Maps for the job type most relevant to you. Just follow the links to writing, speaking and vocabulary topics which make up the core learning for your job type.</p>



Workplace English Training **E-Platform**

For further information on taking out a corporate subscription to
Workplace English Training E-Platform

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TELEPHONE:	+852 2893 6124
EMAIL:	enquiry@workplace-english-training.com

<http://www.workplace-english-training.com>