



Society for Intercultural Education
Training and Research



SIETAR Italia – SPECIAL EDITION FOR KRAKOW

July 2011

NEWSLETTER 13 SPECIAL EDITION FOR KRAKOW



SIETAR ITALIA

Society for Intercultural Education
Training and Research

Associazione per l'educazione, la formazione
e la ricerca su temi interculturali

SIETAR EUROPA CONGRESS 2011 KRAKOW POLAND

INTERCULTURALISM AHEAD: TRANSITION TO A VIRTUAL WORLD?

Edited by **Marianna Amy Crestani**



The 2011 SIETAR Europa Congress seeks to understand the transition to, and our own transformation within, a new virtual world and a new Europe. Everyday living has taken on new dimensions - the IT revolution has changed our lives. There is a transformation taking place.

- Does it reach into every sphere of our lives?
- How can we use these new dimensions for cultural exchange?
- What human knowledge and experience cannot be digitalized and pixelated?
- How is interculturalism relevant in virtual communities?
- Are the values of commitment, care of community, service and appreciating the contribution of others being encouraged or threatened?
- What are the opportunities for volunteerism in the 21st century virtual communities?
- What conflicts will emerge?

Dear SIETAR Italia Members,

Thanks again for being part of our Association!

SIETAR Italia is part of the international network of SIETAR – the association for intercultural education, training and research. SIETAR Europa was founded in 1991 and acts as an umbrella organization for the European SIETARs, in addition to bringing together intercultural academics and practitioners who live in countries without a national organization. Since 1991 SIETAR Europa has organized regular congresses that always prove to be both a platform for the exchange of experiences and know-how as well as a unique networking opportunity.

The next congress “INTERCULTURALISM AHEAD: TRANSITION TO A VIRTUAL WORLD” will take place in wonderful Krakow from 21st to 25th September and promises to be an absolutely unique event! Forty-nine presentations submitted by top names have been selected and will be offered during six parallel sessions; key note speeches are planned every day; networking opportunities will be possible all through the congress; a first-class film festival will be running parallel, together with enriching cultural programs. Still not convinced? Check out the list of pre-congress workshops which will enable you to take your professionalism to the next level and give you the opportunity to be charmed by the beauty of Krakow.

You will find all the information you need on the SIETAR Europa website www.sietar-europa.org, or email the SIETAR Europa office at office@sietar-europa.org.

We have prepared this special issue of our newsletter dedicated to the Congress especially for you, our members! You will be able to read the presentations that several of the Italian Sietarians will give and enjoy some inspiring glances of the congress.

Hope to see you all in Krakow in September!

Marianna Amy Crestani and the SIETAR Italia team



SIETAREUROPA

Society for Intercultural Education
Training and Research

Interculturalism
Ahead:
Transition
to a

Virtual World?

Dear SE members!

Join the 18th Annual SIETAR Europa Congress 2011 to be held in **Krakow, Poland, September 21st to 25th**, at the crossroads of transformation and development.

You will have the opportunity to discover Polish culture as you team up with experts and professionals from all over the world and share knowledge, skills and experiences.

We invite you to present latest research and best practices and join us in strengthening links with international companies as well as with NGO groups working across cultures. Welcome with us into the SIETAR network new colleagues from Central and Eastern Europe. This is our opportunity to develop lasting relationships, create learning experiences and broaden our existing network of intercultural expertise.

Last but not least, catch up with old friends and make new ones!

For more details on congress attendance and the call for papers and workshops, please visit our online site or email the SIETAR Europa office.

www.sietar-europa.org
office@sietar-europa.org





The VENUE – QUBUS HOTEL



GREETINGS FROM KRAKOW!





SIETAR ITALIA MEMBERS PRESENTING IN KRAKOW:

1. **PRE-CONGRESS WORKSHOP by David TRICKEY: THE INTERNATIONAL PREFERENCES INDICATOR LICENSING WORKSHOP**
2. **Castiglioni, Ida:** Chronophagy in our embodied intercultural experience: the case of exchange students and their use of new media
3. **Di Mauro, Maura:** Using Literature as a low-tech virtual tool for Intercultural Understanding
4. **Ekelund, Bjørn Zakarias and Marianna Amy Crestani:** Diversity Icebreaker questionnaire demonstrated for cross-cultural training
5. **Fornari, Luca:** Entertainment Education facing new technologies: social and health services embodying new worldviews
6. **Trickey, David:** Identifying Global Leaders of Tomorrow - A Virtual Approach
7. **Vera, Elio:** Real and virtual mobility. The sense of cultural identity on the internet
8. **Weingraber-Pircher, Elisabeth :** Making Virtual Coaching Across Cultures More Effective



**AND ON THURSDAY 22ND SEPTEMBER IN
THE EVENING...**

**ENJOY SOME PROSECCO WITH
IDRINSTITUTE WHILE CHATTING
ABOUT INTERCULTURALISM USING
THE WORLD CAFÉ FORMAT!**



The International Preferences (IPI) Licensing Programme

Use the **International Preferences Indicator** to raise self awareness about effective approaches to working internationally



International Preferences Indicator (IPI) Licensing Programme

What is the International Preferences Indicator (IPI)

- A 2-4 hour learning journey in the training room to identify and develop key qualities for working internationally
- It enables you to take a close look at the suitability of your style in relation to your current or future international role

Benefit of being a Licensed user

- Go beyond cultural orientations models and add value to your intercultural training offer by answering a key question posed by participants: "In my role, what do I personally need to do to become a more effective in an international context?"

Key features

- Web-based psychometric questionnaire and feedback process
- Identifies Push & Pull competencies with 10 associated qualities
- Helps individuals link results to their specific role challenges
- A peer coaching process leading to development planning
- Well-documented process to suit various training contexts
- A specially created set of illustrative animations & cartoons
- IPI & the rich set of materials exclusively for Licensed users

Become a licensee

The *International Preferences Indicator* is only available to people who have completed the licensing process. The licensing includes in-depth understanding of the competency set; diagnosing your own profile and other sample profiles; handling 'learning journey' and feedback process in different training contexts; advice and best practice sharing to promoting IPI as part of your client offer.

Who is WorldWork?

WorldWork Ltd has the mission to build the capability of individuals, teams and organizations to create and enjoy constructive relationships with partners from other countries. They are well-known for a variety of tools to help people learn how to operate more effectively in unfamiliar cultural settings. *The International Profiler*, *The World of Difference DVD* and the *International Team Trust Indicator* are just some of these tools used by consultants and trainers in a wide range of internationally oriented companies.



Special Licensing Event for SIETAR 2011

Cost
Special rates for SIETAR Congress only

590 Euros per person
(Subject to UK VAT)

Date & Times
Wednesday
21st September 2011
10am – 5pm

Venue
Qubus Hotel
(Congress Venue)
Krakow, Poland



To Register or for more information please contact **Eric Wang** at WorldWork Ltd on 00442074869844 or email eric.wang@worldwork.biz

WorldWork
6 Porter Street
London W1U 6DD
United Kingdom





Chronophagy in our embodied intercultural experience:
the case of exchange students and their use of new media

BIODATA
Ida Castiglioni teaches and conducts research on Intercultural Communication in the Sociology Department at Bicocca University, Milan. She heads the Intercultural Development Research Institute, a non-profit institution dedicated to the study of intercultural competence.



CONTENT

The term chronophagy indicates, etymologically, our tendency to “devour” (*phagein*) the “time” (*khronos*) at our disposal... and to be devoured by it. Sociologists use the term to describe the social construction of time in contemporary Western (and global) society. My presentation will be based on interviews on the subject of ‘Time’ with exchange students sojourning abroad to see if and how the time they “devour” on the Internet affects their intercultural learning. In other words, we will investigate how much of these students’ free time is spent online and how much is used to actually get out and interact “physically” with the culture in which they are temporarily immersed. My interactive seminar will begin with a theoretical overview, then move on to an exchange of experiences, and will end with a moment of experiential learning conducted through exercises.

Q&A

1. What made you decide on this specific topic?

Last January at Willamette University, Oregon, I gave a seminar for the teachers and staff of the Willamette Exchange Student Program. During class discussions I became aware of a widespread concern over the uncontrolled (and uncontrollable) amount of time that visiting exchange students were spending on social networks, living a “virtual life” parallel to their new cultural environment. Intrigued, I began asking myself how such subjects – as well as all those who go to live temporarily abroad – construct their intercultural experience. Indeed, the questions I will raise are of interest to interculturalists who work with relocated adults as well.

2. What specific learning and practical applications can the participants expect from your presentation?

During my seminar, participants will investigate their personal use of time and the conflicts that emerge, as well as the coping strategies they have devised. Particular attention will be given to the use of the new technologies, which claim to help us save time but which, in practice, devour our time. Thus, the first and immediate application of my seminar will be to the participants’ personal life. However, there are professional applications as well, in the fields of training, coaching and counselling.

3. What do you expect from this congress?

Through the specific theme of ‘Use of Time’, I hope to offer participants a new perspective on the general theme, highly complex and articulated, of how technological innovation impacts contemporary society.



<h2>Using Literature as a low-tech virtual tool for Intercultural Understanding</h2>	
<p>BIODATA Maura Di Mauro, a social and work psychologist, is a freelance trainer, coach and consultant for the development of people and organizations. She is the author of a book “<i>Organizzazioni e differenze. Pratiche, strumenti e percorsi formativi</i>” published in Italy.</p>	
<p>CONTENT</p>	<p>In this workshop, SIETAR Italia proposes an interactive session on the use of excerpts from literature as a practical tool for trainers to help individuals in <i>any</i> context understand other cultures by experiencing new realities virtually.</p>
<p>Q&A</p>	
<p>1. What made you decide on this specific topic?</p>	<p>Even if simulated reality (virtual worlds) and e-learning tools are used more and more in training sessions, such distance-learning technologies need to be supplemented with face-to-face group interaction and this is especially true for intercultural training. To be successful, this requires person-to-person encounters on the cognitive, emotional and experiential levels. These exchanges help trainees develop relationship competences and intercultural skills that purely virtual knowledge transfer and computer-mediated interaction are not able to give. So how can we promote opportunities of group and person-to-person interaction during training? One simple but effective low-tech tool is literature. Well chosen literary texts, read during a training session, draw trainees into the virtual world of the author. This shared experience of a new and culturally-diverse ‘Other’, inevitably provokes stimulating group discussions and reflection on intercultural themes.</p>
<p>2. What specific learning and practical applications can the participants expect from your presentation?</p>	<p>1. An interactive session on the use of extracts from literature as a practical tool for trainers</p> <p>2. During the workshop, participants will practice the methodology based on analysing chosen texts which enable participants to immerse themselves virtually in different cultural contexts.</p> <p>3. SIETAR Italia will also provide participants with a booklet with the chosen excerpts and training notes on how they can be used in intercultural workshops.</p>
<p>3. What do you expect from this congress?</p>	<ul style="list-style-type: none"> - New ideas and tools; - Networking and partnerships for the development of knowledge as well as projects in common.



Diversity Icebreaker questionnaire demonstrated for cross-cultural training.

<p>BIODATA</p> <p>Bjørn Zakarias Ekelund, Born 1957, Norwegian, Psychologist 1983 University of Oslo, MBA 1997 Henley in London. Managing Director of Human Factors AS.</p> <p>Anne-Berit Mokastet Pemzec has worked as consultant for Human Factors.</p>	<div style="display: flex; justify-content: space-around; align-items: center;"> <div style="text-align: center;"> <p>Bjørn Zakarias Ekelund</p>  </div> <div style="text-align: center;">  <p>Anne-Berit Mokastet Pemzec</p> </div> <div style="text-align: center;"> <p>Marianna Amy Crestani</p>  </div> </div> <p>During his presentation, Bjørn will be assisted by Marianna Amy Crestani, interculturalist trainer and SIETAR Italia Secretary General currently specializing in distance learning.</p>
<p>CONTENT</p>	<p>The Diversity Icebreaker seminar generates positive emotions, overcomes fault lines, creates reciprocity through shared experience, establishes a shared language of egalitarian and complementary qualities, promotes individual and collective reflection, and highlights individual acknowledgment. All this gives participants a better idea of which interactional categories should be used and how diversity should be managed. Red, Blue and Green constitute “cognitive diversity” qualities, in contrast with “cultural, identity and information diversity”. Red, Blue and Green also represent constructs that are dependent on each other, thus a “unified diversity” concept. When this is established as a shared mental model, it is easier to cope with group diversity on the stickier levels of cultural background, cultural identity, and paradigmatically different experiences.</p>
<p>Q&A</p>	
<p>1. What made you decide on this specific topic?</p>	<p>It is the most unique concept we have developed, both from a scientific as well as commercial point of view.</p>
<p>2. What specific learning and practical applications can the participants expect from your presentation?</p>	<p>In our seminar, participants will experience the core of the diversity icebreaker. As an outcome, they will be able to run seminars themselves using the icebreaker. The Diversity Icebreaker questionnaire, available in 19 languages, will, in fact, be on sale and no certification is needed for trainers and consultants. The fundamental concepts have been presented at numerous academic conferences over the past six years, including SIETAR conferences in the UK, Germany, France and India.</p>
<p>3. What do you expect from this congress?</p>	<p>Above all, to learn – and get to know other interculturalists from all over Europe!</p>



Entertainment Education facing new technologies: social and health services embodying new worldviews

BIODATA		
<p>Luca Fornari, 40, Italo-Irish, researcher and trainer in the intercultural field. For the past ten years, I have helped organizations develop intercultural sensitivity.</p>		
CONTENT	<p>Entertainment Education (EE) is an approach which has proved to be effective in spreading messages for the promotion of health relevant to the worldview of the receiver.</p> <p>The extensive international experience has seen the creation of plays, songs, soap operas (entertainment products) expressly created to promote social changes in large percentages of the population (Education objective) on the subjects of family planning, alcoholism and the prevention of HIV/AIDS.</p> <p>The workshop intends to set this strategy in the context of the constructivist approach and to offer participants a first elaboration of an EE product meant for an audience with a 'digital-native' culture.</p>	
Q&A		
<p>1. What made you decide on this specific topic?</p>	<p>The idea of the workshop came from my need to systematize a thought based on what I am doing at a professional level. It is exactly like when I was writing my post-graduate thesis: it forced me to organize the theoretical contributions and re-define what I was doing in my profession within a definite theoretical frame. In the past few years, I have worked on several projects for the prevention of alcoholism and of sexually-transmitted diseases addressed to migrants. The vast literature and experience I found at an international level inspired me in the creation of specially devised Entertainment Education products.</p>	
<p>2. What specific learning and practical applications can the participants expect from your presentation?</p>	<p>I will present a practical application (entertainment education) consistently built and based on a theoretical model (constructivism).</p>	
<p>3. What do you expect from this congress?</p>	<p>Participants will be able to open up to numerous experiences and approaches.</p>	



Identifying Global Leaders of Tomorrow - A Virtual Approach

<p>BIODATA David Trickey is Senior Partner of TCO srl and TCO UK, and Director at WorldWork Ltd. He has been a consultant and trainer as well as multimedia and tools developer in the area of international development for over 20 years. He teaches Intercultural Management on 5 different MBA courses throughout Europe.</p>	
<p>CONTENT</p>	<p>The challenge was to use a virtual medium to identify potential candidates for a client's Global Talent Pool: their international leadership of tomorrow. The identification process had to happen over two months for 100 candidates located in 15 countries. The presentation explores the challenge we faced and the approach we took. It will show how a virtual assessment process can also be a powerful developmental experience... even for those not finally selected.</p>
<p>Q&A</p>	
<p>1. What made you decide on this specific topic?</p>	<p>The topic is interesting, I believe, because organizations are constantly looking to maximize their investment in international development and need to identify global talent on a just-in-time and wherever-in-the-world-they-are basis. The question: 'Help us to identify our top 10% of international leadership talent out of a pool of our top performers in the organization under 35 years of age... and do it virtually', seems like a practical question we corporate interculturalists should be dealing with.</p>
<p>2. What specific learning and practical applications can the participants expect from your presentation?</p>	<p>One way of tackling this practical challenge... and some honesty about its limitations.</p>
<p>3. What do you expect from this congress?</p>	<p>A mixed bag of presentations and workshops, some insights to make you reflect and reassess what you have been doing all these years, and most importantly the chance to re-establish a sense of community with old 'friends' and make new ones over a few glasses of beer.</p>



Real and virtual mobility. The sense of cultural identity on the internet

<p>BIODATA Elio Vera, founder-member of SIETAR Italia, vice president of ETDF (European Training and Development Federation), executive corner editor of Cross Cultural Management, published by Emerald.</p>	
<p>CONTENT</p>	<p>In a virtual world, many aspects of communication are modified: individuation and perception of time and space lead to re-thinking the relationship between one's sense of belonging to a community (ethnic space) and the concepts of nomadism and territoriality. Particularism and universalism, localism and globalism do not exclude each other, but may be synthesized; this avoids the risks of both cultural homologation and cultural-identity obsession in a world in which people move in virtual and real spaces. The workshop will stimulate a critical reflection on personal relations on the Internet, with a process of action/research.</p>
<p>Q&A</p>	
<p>1. What made you decide on this specific topic?</p>	<p>We decided to develop this topic as it seems to us that globalization is heavily affected, often positively but sometimes also negatively, by the advent of New Technologies that are changing the organization in the work institution in a way that is not yet completely understood and foreseeable.</p>
<p>2. What specific learning and practical applications can the participants expect from your presentation?</p>	<p>During our hour-long workshop, we will offer an initial introduction to the theme and then create opportunities for reflecting on it and sharing personal perceptions of real-life experiences. Thus participants will better understand how the triangle formed by Work and Life Organization, New Technologies and Cross Cultural Management affects their work and personal lives.</p>
<p>3. What do you expect from this congress?</p>	<p>Sharing experiences, learning new tools to use in our training activity, gaining insights useful for the development of our research on intercultural topics.</p>



Making Virtual Coaching Across Cultures More Effective

<p>BIODATA Elisabeth Weingraber-Pircher works at the Intercultural Development Research Institute (IDRI) in Milan, Italy. She is an Intercultural Trainer as well as an Executive Coach with a special interest in intercultural issues affecting corporations and individuals.</p>	
<p>CONTENT</p>	<p>In this workshop we will explore how a coherent "technological worldview" shared by the coach and his/her client can generate more effective virtual coaching sessions, and how the Developmental Model of Intercultural Sensitivity might be applied as a guide in developing that worldview. We will consider the different technologies available to and already being used by coaches, and we will use mini-coaching exercises to develop an awareness of our own technological worldview and to begin developing strategies to make our virtual coaching sessions more effective.</p>
<p>Q&A</p>	
<p>1. What made you decide on this specific topic?</p>	<p>When I first started working as a coach with international clients I was convinced that only face-to-face coaching could achieve the desired objectives and be truly effective, since it permitted me to see, hear, feel and smell the coachee. Over time, working more and more with international clients living and operating in different countries, coaching via telephone and Skype became a necessary alternative. Nonetheless I still had reserves about interposing technology between my coachee and myself. After being chided by colleagues about my rather limited technological worldview, I began to realize that by using every single virtual coaching session as a development opportunity, with its own peculiarities, I could shift into a technological worldview conducive to efficient coaching sessions. I now often find them almost more intense than face-to-face interaction – or at least more pertinent to the objectives of the coachee.</p>
<p>2. What specific learning and practical applications can the participants expect from your presentation?</p>	<p>Through theoretical reflections and practical exercises integrated into the workshop, participants will develop an awareness of the importance of the technological worldview involved in virtual coaching and begin to develop strategies for themselves and their clients to shift comfortably into that worldview.</p>
<p>3. What do you expect from this congress?</p>	<p>Basically I am looking forward to meeting people and making friends and to the food for thought that comes with events of this kind!</p>

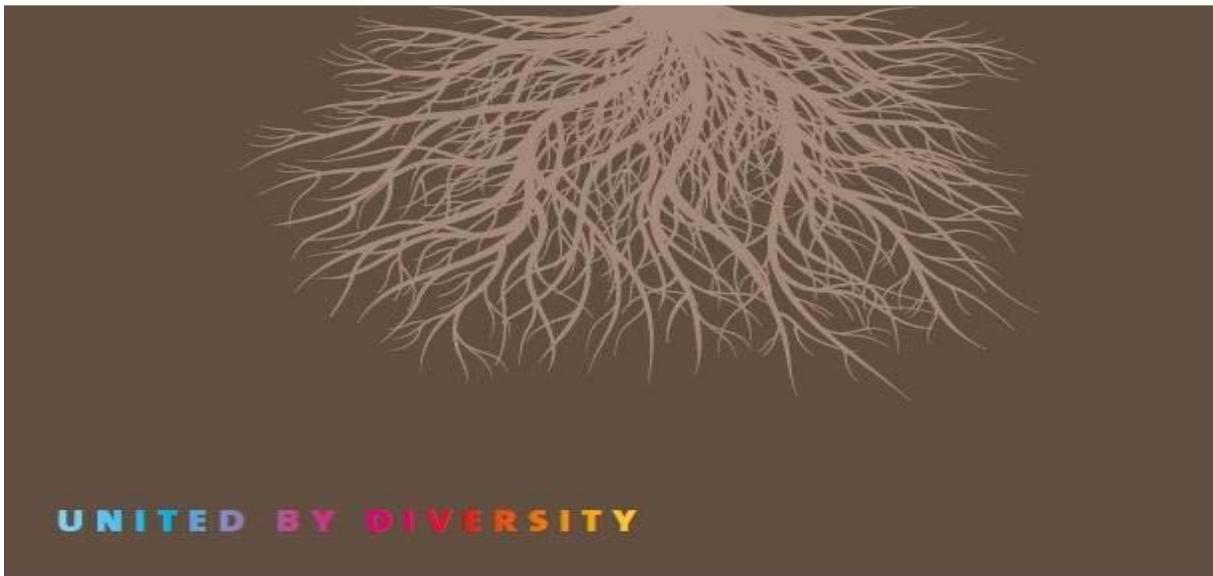
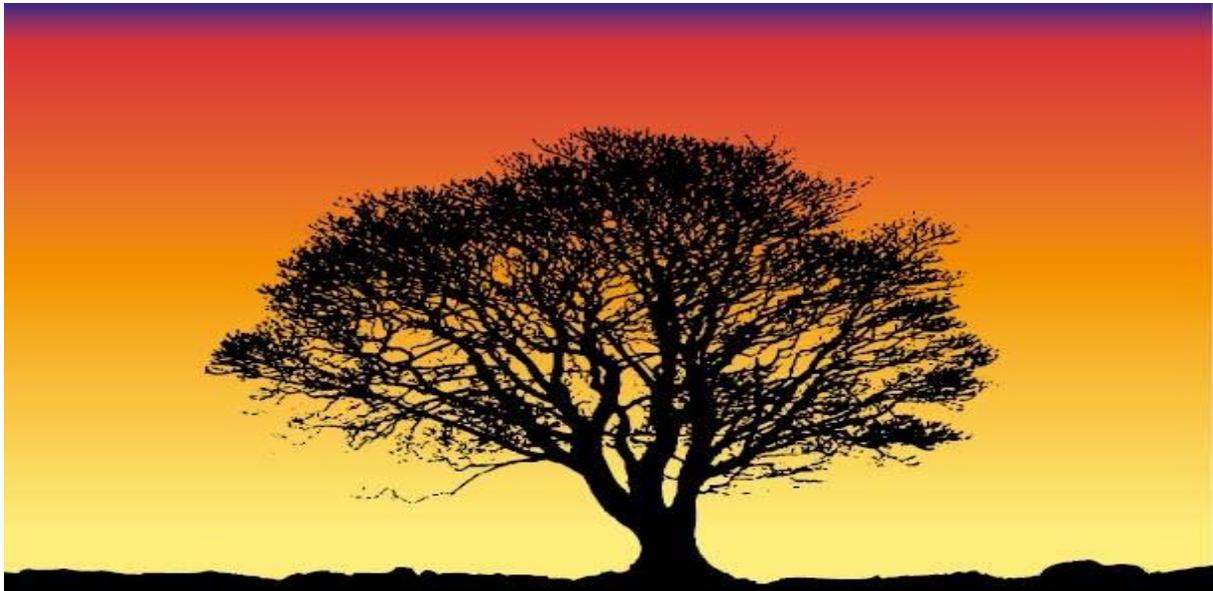


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