

# eBERLITZ

Maximum flexibility that meets  
today's needs.



**Online  
Convenience -  
Berlitz  
Expertise**

**Berlitz**<sup>®</sup>

Speak with Confidence

# WELCOME

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# THE BERLITZ DIGITAL LEARNING FORMATS

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**Learning from and with other people** is still a key factor in successful language instruction. With digitalization come tools that bring even more flexibility, mobility, and individualization to learning. Learning with and from other people is still very much an essential part of our training methodology.

In the new version of the Berlitz Virtual Classroom, for example, learners can use the Learning Path Generator to put together their own individual course of studies. They can look at their performance indicators at any time and receive feedback from the instructors.

We offer a variety of digital instruction formats that will equip your employees to achieve their language-learning goals quickly and reliably. E-learning, distance learning, and blended learning solutions are available for language levels A1 to C2. Our eBerlitz programs are especially easy to integrate into work processes – even for employees in different locations or with especially busy schedules.

Our digital learning formats help your employees develop independent study skills and provide your company with a framework that both challenges employees to learn and supports them in this process. This creates a completely new culture of learning within your organization. And the entire Berlitz team gives you the support you need at every stage. **Join us in exploring the new opportunities that Berlitz can offer you.**

## Global, virtual, connected: eBerlitz!

2,200,000

hours of online instruction provided in 2017

Over 900

online instructors around  
the world for virtual classes

98

percent of our customers are satisfied  
with their eBerlitz seminars

Over 40

languages available  
to our participants

14

interface languages for blended  
learning and e-learning

1

Berlitz point of contact for your project



# BERLITZ VIRTUAL CLASSROOM

Virtual  
live instruction  
in 40 languages

**Premium face-to-face instruction in a virtual learning environment.** The Berlitz Virtual Classroom makes live language instruction with an experienced, native-speaker Berlitz instructor possible – anywhere in the world. The internet lets your teacher come to you, wherever you are. All you need for your tailored, real-time training program is a computer, smartphone, or tablet with internet access and a headset.

**NEW! Personalize your learning experience even more with our Learning Path Generator.** Our new tool allows you to work with your Berlitz advisor to define topics and create a personal learning path that matches your individual requirements and learning goals. You can select from a broad spectrum of business- and industry-specific topics to help you meet a wide array of professional challenges. The platform offers you full transparency – you can see which topics you have already completed and what's still ahead at any time. And of course it's also flexible, so your selection can always be adapted to your current needs.

It's easy to do your follow-up exercises online or to download them as PDFs to print if you would prefer to work offline for a time after your live language instruction. A wide range of tools are available for your practice between lessons. Online practice, recordings and downloads that allow you to review what you have covered during your lessons.



Personal learning path for maximum language success

For more information please visit [www.berlitz.de/bvc-en](http://www.berlitz.de/bvc-en)





### Benefits

- Personalized language instruction wherever you want it
- Can be booked as individual, group, or corporate course in 40+ languages
- Tried-and-tested, excellent teaching quality from Berlitz
- Maximal engagement of all course participants
- State-of-the-art technology fosters interaction and motivation
- Online practice area with numerous additional exercises before and after the live language instruction

#### Personal learning path:

- Specialized content that allows you to fully customize your training focus based on your needs
- Virtual tools and lesson recordings for preparation and follow-up



### Additional benefits of virtual corporate instruction

- Standardized, scalable, and efficient learning solution for companies of all sizes
- Homogeneous learning groups irrespective of location
- Straightforward administration
- Detailed training evaluation delivers measurable results
- High 'return on learning'
- Professional support from the Berlitz team of experts

The preferred  
**learning platform**  
of more than  
**1,500 companies!**



## Personal learning portal

Easy to use and designed to make your learning experience pleasant and effective.

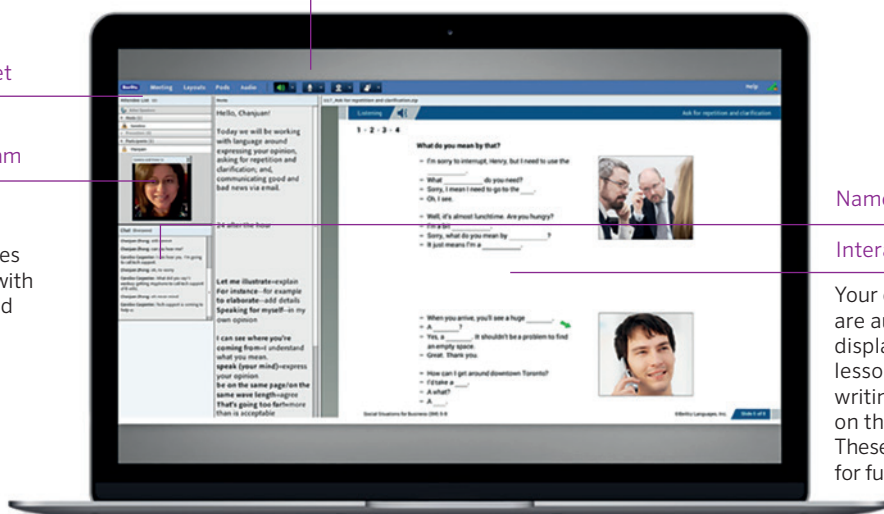


Interactive tools for writing, speaking, and commenting.

Audio via headset

Instructor webcam

Live language instruction via webcam facilitates communication with the instructor and personalizes the lesson.



Names of participants

Interactive whiteboard

Your course materials are automatically displayed for your lessons. Notes and writing is done directly on the whiteboard. These can also be saved for further practice.



### What our customers say about Berlitz:

“Our employees in Germany and Turkey receive face-to-face language instruction from Berlitz. Employees in our German sales organization also benefit from remote group instruction in the Virtual Classroom. In addition to the different training formats that Berlitz offers to meet our needs, as a global company we appreciate Berlitz’s international presence – it facilitates the centralized, transparent organization of all continuing education activities. Berlitz is the ideal partner and has provided us with excellent service all around.”

Jessica Linxweiler  
Manager for International Training & Development  
edding AG



# The keys to the success of the Berlitz Virtual Classroom!

## Registration

Contact your advisor from one of our approximately 500 Berlitz Centers across the globe or visit **[www.berlitz.de](http://www.berlitz.de)** to register for a course in the Virtual Classroom.

1

## Placement test

Assess your current language level either orally (by telephone) or online.

2

## Advising

Your personal course adviser will work with you to select the optimal program that fits your learning style and goals.

3

## Live instruction

Schedule your lessons from your personal learning portal.

6

## Technical check

A short technical check is also included. We will also give you tips on how you make the most of your program.

5

## Orientation session

Before starting your program you will be invited to attend a live online orientation. During the orientation our team will show you the features, discuss your schedule.

4

## Communication

Talk to your instructor in real time and communicate with the other course participants.

7

## Online practice

Berlitz will provide you with a wide range of tools such as online exercises to help you practice what you have learnt during the live lessons. Available on smart-phone, tablet, and PC.

8

## Repetition

Automatically recorded lessons are available at any time for further practice. Also ideal for participants who have missed a lesson.

9

## Performance score

Your individual performance score lets you track your learning progress in real time. It also allows you to test your skills with the online curriculum test.

10





# CYBERTEACHERS E-LEARNING PLATFORM

**Our best e-learning platform yet is the result of 20 years of continuous development.**

The latest version of CyberTeachers is now even more innovative, interactive, and motivating. It is our goal to offer you a unique and holistic language experience.

**New  
version  
in 2019**

This multiple award-winning e-learning platform offers you round-the-clock access to language instruction which is tailored to your specific interests and preferred areas of focus – featuring interactive exercises, a pronunciation trainer, a speed memorization tool, and much more. Do you feel like speaking to someone directly? Depending on the version you book, you can also contact our Live Coach or get intensive speaking practice by taking part in conversation classes held each hour and covering a variety of topics in our Live Classroom. And in our new gaming area, you can collect points for your hard work and test your skills against other members of the CyberTeachers community. Motivation and fun are guaranteed!

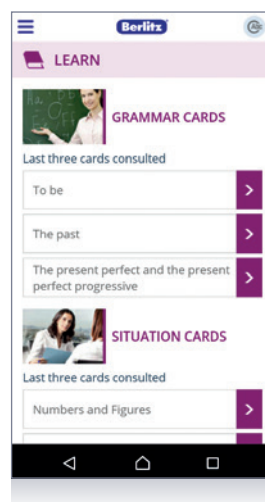
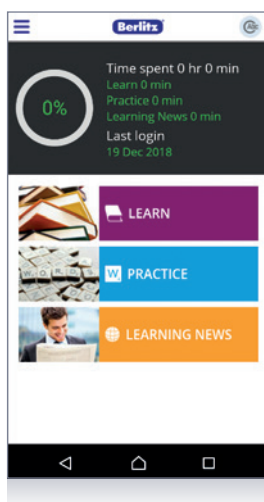
**Simply select Classic, Coach, or Live and choose a learning duration of three, six, or twelve months. Within this period, you'll enjoy unlimited, 24/7 use of CyberTeachers.**

## Just a few of the benefits you'll enjoy:

- **Tailored to your needs from day one:** Online language audit including a language placement test, an analysis of your needs, and selection of a professional field
- **Customized content:** Learn a language with more than 800 modules of content; in addition, you can select from 218 job profiles and 28 industries
- **Perfectly integrated:** CyberTeachers e-lessons – your individual learning path – are coordinated with the content and learning material used in the Berlitz Virtual Classroom, in live instruction via phone/Skype, and in face-to-face lessons with a Berlitz language instructor
- **“Human Inside”:** Your personal Berlitz language instructors are available every day, around the clock, and across the globe
- **Progress evaluations:** Detailed reports document your learning success
- **Fun and games included:** Create a profile and enter fun community competitions for extra motivation
- **Learn across platforms:** On PC and Mac, tablet and smartphone, online and offline
- **A large selection of languages:** English, German, French, Spanish, and Italian (Italian with limited functions)

## CyberTeachers mobile app:

If you are learning English, German, French, Spanish, or Italian, the CyberTeachers app offers short mobile training modules – grammar, vocabulary, and listening comprehension exercises which are available both on- and offline.

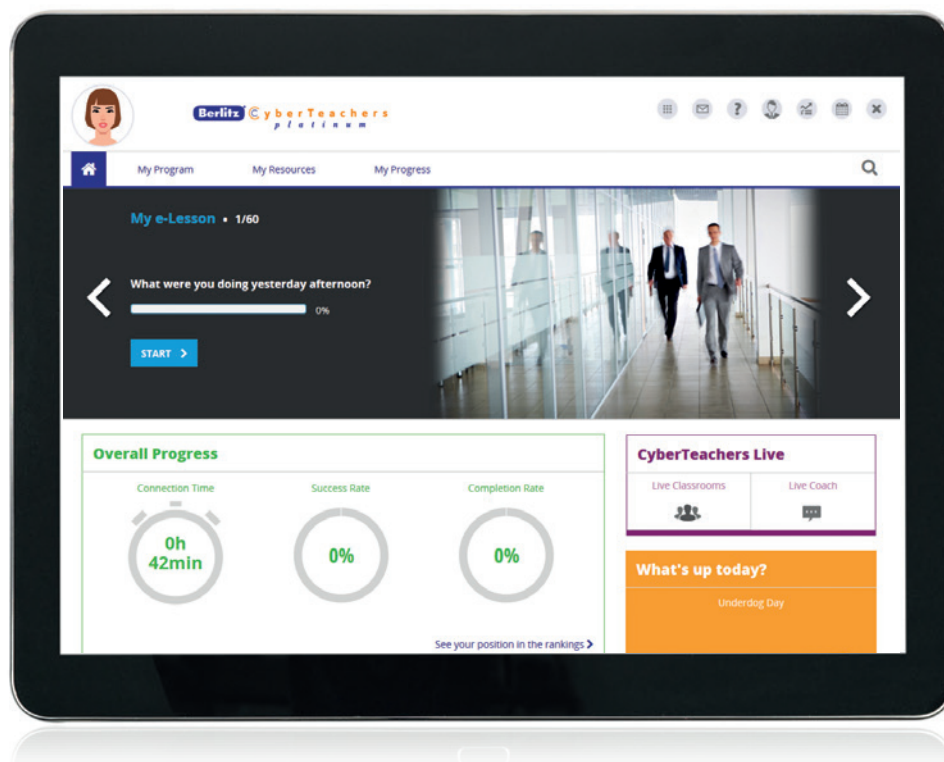




### Three CyberTeachers options: Classic, Coach, and Live

		Classic	Coach	Live
Target language		EN, DE, FR, ES, IT*	EN, DE, FR, ES, IT*	EN
Functions	My Program	•	•	•
	My Resources	•	•	•
	My Progress	•	•	•
	Flash Lesson	•	•	•
	CyberTeachers app	•	•	•
	SOS Teachers	•	•	•
	Live Coaching		•	•
	Community Room		•	•
	Live Classroom			•

\*Italian as a target language only available with limited functions, including no community room or badging system



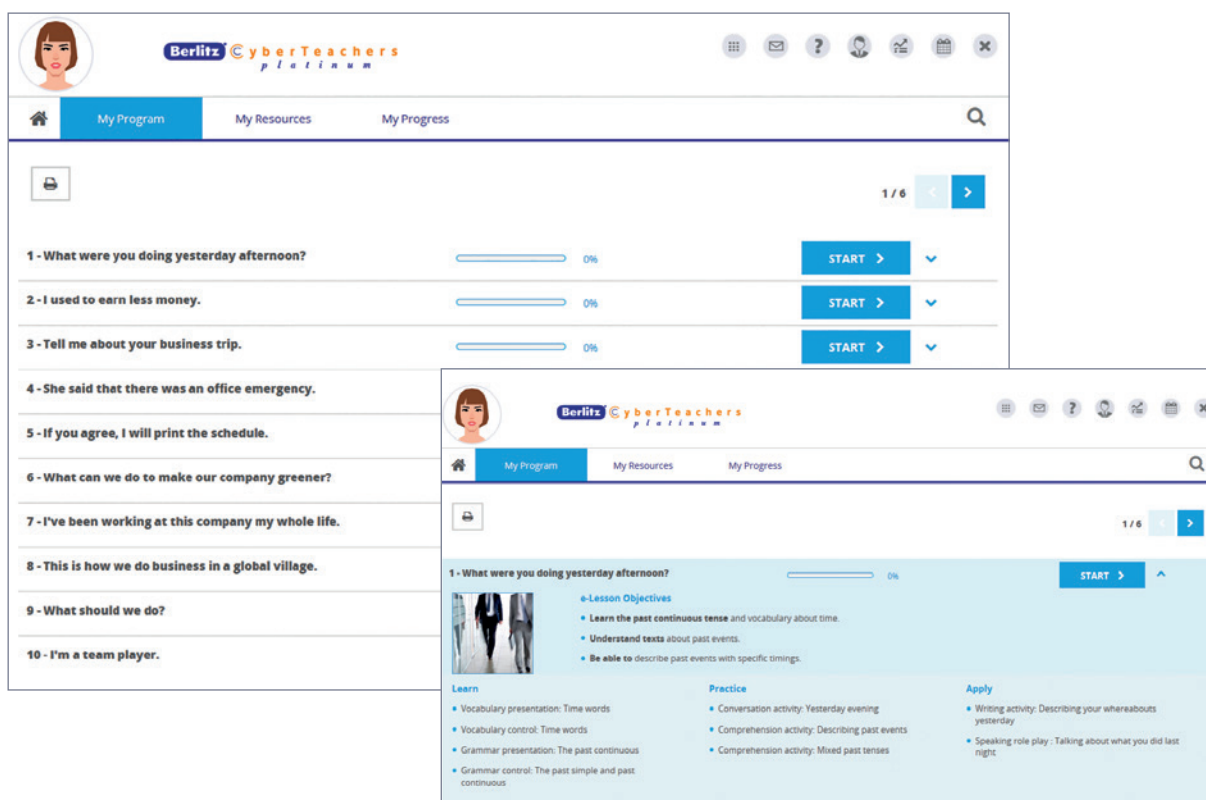
Well-structured and easy to navigate: My Program, My Resources, My Progress (CyberTeachers English)

For more information please visit [www.berlitz.de/cyberteachers](http://www.berlitz.de/cyberteachers)

## THE COMPONENTS OF CYBERTEACHERS

### My Program: Your personalized learning path

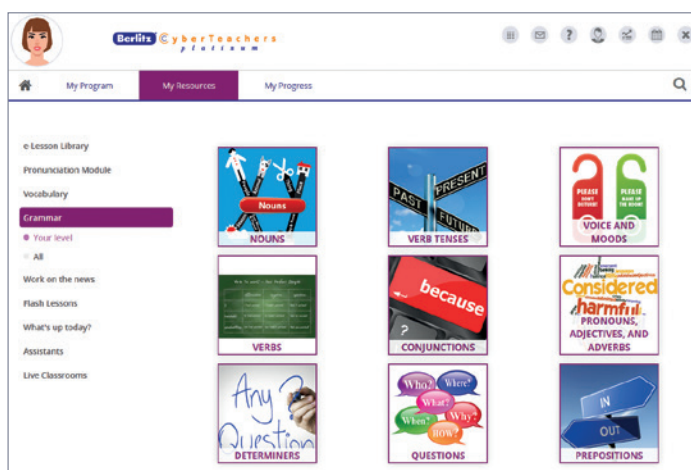
A structured program, tailored to your language level and learning goals, made up of multiple e-learning modules that build on one another. These 30-minute e-lessons adhere to the Berlitz Method® and consist of three phases: present, practice, and produce.



Individual e-lessons are a core feature of CyberTeachers

### My Resources: Practice tools for language-learning success

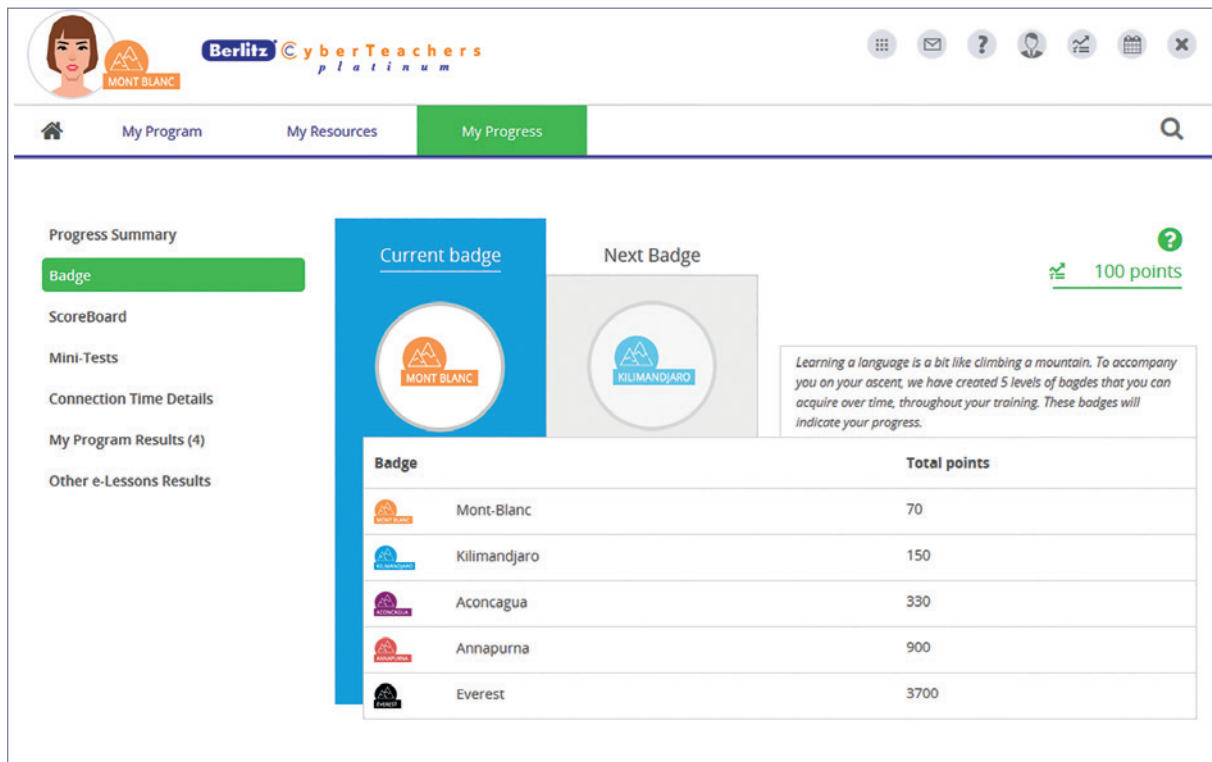
Thanks to a multitude of supplementary learning activities and support tools, you can select the features that interest you most and help you achieve your language-learning goals. For example, there are vocabulary and grammar exercises, pronunciation coaches, and our Flash Lessons. Assistants also offer you targeted support in overcoming your specific foreign-language challenges – like preparing for telephone calls or writing emails or speaker notes. The assistants are always available whenever you need them.



Fun grammar practice helps you achieve your goals

### My Progress: Keep track of how far you've come

What content have you already completed, and what still needs to be done? Just click on My Progress at any time to find out how far you have come. Our new badging system acts as an additional motivation boost. Collect points for every learning success and every minute that you use CyberTeachers and see how your progress ranks against other members of the CyberTeachers community.



Fun and motivating: Set up a personal profile, collect points, and compete for first place against other participants

### Additional features of CyberTeachers

#### Flash Lessons

Each day you receive an email with three short lessons on topics like figures of speech or grammar.

#### Community Room

Our Community Room lets you connect with other participants in a chat so you can learn together.

#### Live Classroom

In our instructor-led Live Classrooms, you can participate in interesting discussions on business and social topics. These 30-minute conversation classes with a maximum of eight participants are offered every hour around the clock with no advance registration required.

#### SOS Teachers

With CyberTeachers, you'll always have someone at your side as you learn a language. You can request advice, assistance, or direction 24/7, and will receive a written reply from the SOS Teachers team within two working days.

#### Live Coaching

Do you have a comprehension question or need help formulating what you want to say? In these and other situations, you can contact our Berlitz Language instructors in a live chat to receive an immediate answer. They are available to answer English questions 24/7, and four hours a day from Monday to Friday for Spanish, French, and German.



# BLENDED LEARNING

Trainings  
formats  
efficiently  
combined!

**A powerful combination: e-learning and live lessons.** The CyberTeachers online learning platform is not only a flexible solution for anyone wishing to improve their language skills independently, but also a very effective complement to individual language instruction. Berlitz lets you mix and match CyberTeachers, the Berlitz Virtual Classroom, live phone/Skype lessons, and face-to-face lessons with a Berlitz language instructor. The course content is perfectly coordinated, and quick and lasting success is guaranteed.



## Benefits

- Program tailored to your individual needs
- Combination of individual language instruction and phases of independent study
- Complementary course content and methods
- Number of online sessions and live lessons can be varied
- Different packages available
- Available in English, Spanish, French, German, and Italian (Italian with limited functions)

## PERSON

- Motivation
- Feedback
- Speaking practice
- Individuality
- Interaction
- Engagement



## BERLITZ BLENDED LEARNING



## TECHNOLOGY

- Mobility
- Ad-hoc support
- Flexibility
- Measuring success
- Fun
- Location-independent



## What our customers say about Berlitz:

“At first we were looking for an entirely online solution for English instruction. Because of renovations, we weren’t able to conduct face-to-face training on our premises. After looking at several service providers, we chose Berlitz. After a pilot phase, the participants and the HR department were equally impressed with the benefits of the virtual version – functionality, flexibility, and learning progress. Today a lot of people at our company use the platform and apply their new knowledge on the job. The instruction provided by Berlitz boosts employee satisfaction, which helps contribute to employee retention.”

Markus Block  
Resources Officer  
emz-Hanauer GmbH & Co. KGaA





## Two examples of blended learning solutions

The two following examples of blended learning show how the duration, format, and intensity of such programs can be adapted to completely meet your goals and performance expectations.

### Who are these course formats suitable for?

Both blended learning formats combine the greatest degree of flexibility with individual coaching and targeted content. They are suitable for all learners who don't have a lot of time and need an instructor who is always there for them. The online exercises support the learning process and offer you some interesting ways to learn with all your senses.

Components	Solution 1	Solution 2
Individual assistance from the support team	✓	✓
Duration	6 months	3 months
Online placement test and needs analysis	✓	✓
One-on-one lessons by phone/Skype 24/7 including individual written feedback after each 30-minute unit	40 individual lessons by phone/Skype	12 individual lessons by phone/Skype
Personalized learning path on the CyberTeachers e-learning platform	40 e-lessons	12 e-lessons
SOS Teachers (have your texts corrected)	✓	✓
Support for ad hoc topics (presentations, emails, phone calls, negotiations)	✓	✓
Live Classroom 24/7: Open 30-minute group courses		unlimited and available 24/7
Pronunciation trainer	✓	✓
CyberTeachers app	✓	✓
Training activities per week	2 x individual lessons 2 x e-lessons Unlimited use of tools and exercises (e.g. SOS Teacher)	1 x individual lesson 1 x Live Classroom 2 x e-lessons Unlimited use of tools and exercises (e.g. SOS Teacher)
Final exam and certificate	✓	✓

### Good to know:

The six-month blended learning solution is more intensive and will let you advance at least one Berlitz Level. In addition to individual instruction by telephone or Skype, the three-month version offers the opportunity to work in a group in Live Classrooms (available 24/7) and helps you progress step by step.



#### Other combinations:

Other blended learning combinations can be booked according to your requirements and learning goals, such as the CyberTeachers e-learning platform in combination with the Berlitz Virtual Classroom or face-to-face instruction. Contact us – we'll be happy to help!



# INDIVIDUAL INSTRUCTION BY TELEPHONE/SKYPE

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**Language instruction that's live and on point.** Are you facing a last-minute meeting with English-speaking business partners? Or an important teleconference in Spanish? Do you have a new client in France? There are all sorts of reasons to target specific foreign language skills. Our solution? Individual instruction over the phone or Skype.

Across the globe, a team of language instructors is there to offer you phone- or Skype-based individual instruction whenever you need it – 24 hours a day, seven days a week. You can conveniently book 30-, 60- or 90-minute sessions online in a few clicks using our reservation system. It couldn't be simpler!



## Benefits

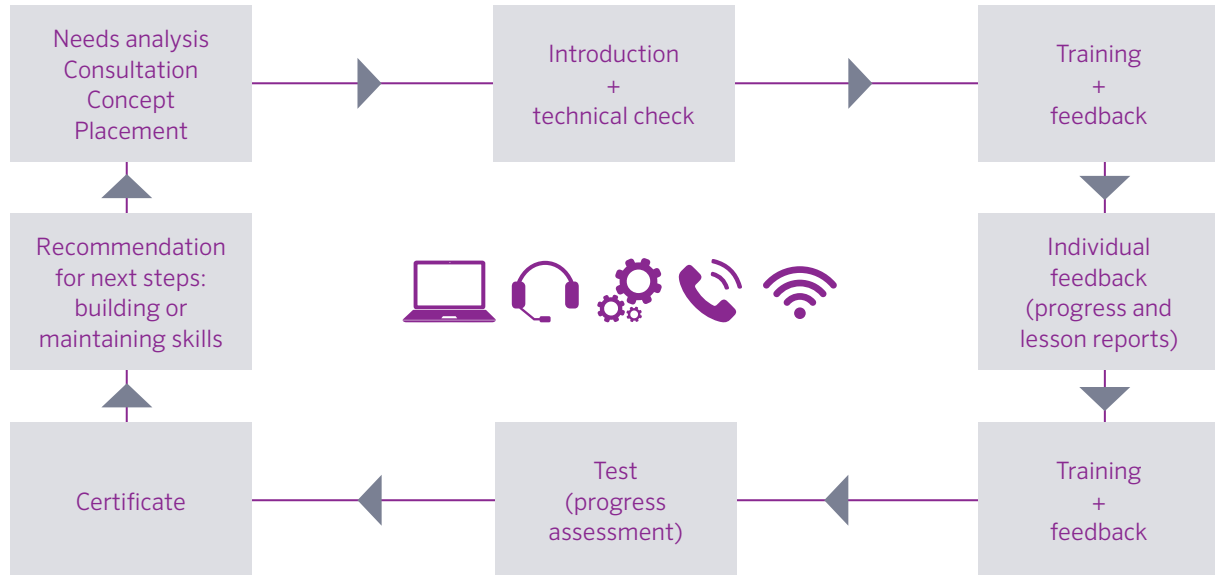
- Individual language teaching wherever you are
- Available in English, Spanish, French, Italian, and German
- Flexible, 24/7 course booking. Sessions can be re-booked up to 6 hours before the scheduled start.
- Available on mobile phone, landline, or Skype
- Tailored content from 218 professions and 20 industries, own material can be integrated
- Orientation session at the start of the course
- Virtual blackboard for communicating with the instructor
- Lesson report – individual feedback sent by email after every session
- **Perfect Match function:** Select your preferred instructor profile, e.g. male, female, American, British, etc.





# IMPLEMENTATION AND CUSTOMER CARE

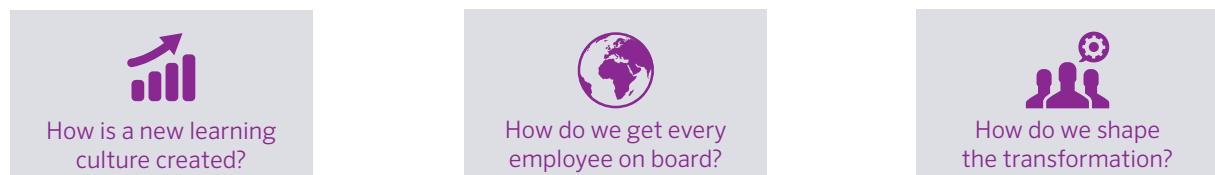
**When you choose eBerlitz,** you can expect simple, structured processes to make your training as customized and time efficient as possible.



## Berlitz expertise for implementing your digital training concept

Rolling out an innovative training concept usually means a transformation for the company and its employees. We support you through each step of this process – which also represents the creation of a new learning culture in your company – and advise you on the planning and implementation of your project.

**This means examining several important questions:**



The Berlitz online learning platform is compatible with current interface standards (SCORM/AICC), meaning it can be quickly and easily integrated into learning management systems (LMS). In addition, the Berlitz Management Portal gives you 24/7 access to all data relevant to your training program and lays the foundation for efficient project coordination. In regular follow-up appointments, we provide you with an overview of participants' learning activities and support the successful implementation of the project in your company.



### Berlitz Online Live Seminars:

#### Our recommendation for building your intercultural and management/leadership skills

- Valuable knowledge in a compact format, delivered virtually and in real time
- A multitude of topics for meeting a variety of professional challenges
- Usually two 90-minute sessions plus preparatory and interim exercises
- Led by experienced Berlitz training experts
- Available in German and English
- Available as open courses or corporate group courses

**You'll find more information at [www.berlitz.de/bols-en](http://www.berlitz.de/bols-en)**

**Our  
tip!**

BERLITZ DEUTSCHLAND GMBH  
Hahnstraße 68-70  
60528 Frankfurt  
Phone: +49 69 666 089 0  
Fax: +49 69 666 089 222

[info@berlitz.de](mailto:info@berlitz.de)  
[www.berlitz.de](http://www.berlitz.de)

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