



Confucius
Institute for
Business London

CIBL BESPOKE EVENTS & CULTURAL AWARENESS TRAINING

Overview

The Confucius Institute for Business London (CIBL) offers **bespoke cultural events and awareness training** for companies, public institutions, universities and individual learners. These programmes are not one-off entertainment events; they are structured educational experiences designed to enhance participants' language proficiency, intercultural competence and understanding of Chinese business contexts. Every event is facilitated by qualified instructors and follows a clear structure with defined learning outcomes.

CIBL's bespoke events form part of the institute's broader portfolio of cultural education and are open to the wider public. The institute regularly collaborates with international companies in London to deliver in-company events celebrating Chinese festivals such as the Spring Festival (Chinese New Year), Dragon Boat Festival and Mid-Autumn Festival. Similar events are also organised for community audiences, ensuring the benefits extend beyond a single client.

Key features

- **Educational focus** – Each workshop is designed to develop intercultural awareness and transferable skills (communication, teamwork and problem-solving). Programmes include learning outcomes and reflect CIBL's commitment to structured education rather than entertainment.
- **Public accessibility** – While events can be commissioned by companies, they are part of CIBL's wider cultural education offer. The institute regularly hosts open workshops and lectures, ensuring that the skills and cultural insights gained benefit a section of the public.
- **Customised content** – Programmes are tailored to the needs of each organisation or community group. Clients can choose single workshops or combine multiple activities to create a half-day or full-day programme.
- **Qualified facilitators** – All events are run by experienced teachers with academic backgrounds in language and cultural studies.



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Example events and learning objectives

Cultural event (example)	Learning objectives
Chinese New Year workshop	Participants learn about the symbolism and customs of China's most important festival. They explore the traditions of family gatherings, decorations and food, fostering cross-cultural understanding and appreciation for a major cultural celebration.
Dragon Boat Festival workshop	Introduces the history, legends and customs of this vibrant holiday (including making and eating <i>zongzi</i>) and connects participants with Chinese cultural heritage through hands-on activities.
Mid-Autumn Festival workshop	Highlights themes of reunion and harmony through activities such as mooncake making and storytelling about Chang'e. Participants learn the significance of family and togetherness in Chinese culture.
Chinese calligraphy	Teaches brush-stroke techniques and character formation, encouraging patience, concentration and creativity while emphasising the cultural significance of the written language.
Chinese paper-cutting	Introduces one of China's oldest folk arts. Participants create traditional patterns and learn the symbolism behind them, developing fine motor skills and cultural insight.
Chinese tea-tasting	Explores different varieties of tea, brewing methods and etiquette. Participants gain sensory experience and cultural understanding of tea's role in social and business settings.
Bubble tea workshop	Offers a contemporary twist to cultural exchange by teaching participants to prepare bubble tea, linking modern trends with cultural awareness.
Cantonese taster session	Provides practical phrases and cultural nuances, introducing the linguistic diversity of China and its importance in southern China and global Chinese communities.

Examples of past events

Workshops such as calligraphy, paper-cutting, tea-tasting and Cantonese tasters have been delivered to employees from corporates such as HSBC, Deloitte and British Library and to public audiences during various cultural events.





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Zongzi Workshop: A Hands-On Celebration of the Dragon Boat Festival at CIBL



Paper-cutting workshop at HSBC



2025 Chinese New Year celebration with Lion Dance and workshop series: Chinese calligraphy, tea-tasting, and Cantonese taster



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How to commission a bespoke event

Clients can book a bespoke event by contacting CIBL with details of their preferred dates, participant numbers and desired activities. CIBL will then draft a tailored programme with learning outcomes and a price quotation for approval. Once approved, the event will be scheduled and delivered by CIBL's expert team. Discounts may be available for multiple workshops or repeat bookings.

By embedding cultural workshops and training into a wider educational strategy, CIBL ensures that organisations and individuals benefit from memorable cultural experiences and measurable learning outcomes aligned with their goals.



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