

2015 IATEFL BESIG Barcelona Conference Schedule

Friday, 13 November

13.30 Registration for PCS opens

14.30 – 18.00 Pre-Conference Seminars (2 x 90 min with a 30-min break)

14.30 – 16.00 Seminar 1

Title: How should we be giving (and getting) feedback?

Speaker: Vicky Hollett

Summary:

Done right, providing feedback to our students on their performance is one of the most helpful and motivating things we can do. We spend a LOT of our time listening to them and thinking about how we should respond, but not much time as a profession talking about it. Let's change that! Come along and explore questions like what's a mistake and what's an error? What's worth correcting and what's not? When should we give feedback and how should we do it? What different forms can feedback take and what media can help us? And let's not forget the feedback we can get from our clients, so we can do our jobs better too.

Biographical information:

Vicki Hollett is the award winning author of many popular business English courses. She has run teachers' workshops in many countries in Europe, the Far East and the Americas and trained teachers for the LLCI's Diploma in English for Business, conducted syllabus development work for Cambridge ESOL and taught online on the New School MATESOL program. She has also spent a lot of time listening to her students' English and wondering what she could most helpfully say in response.

16.30 – 18.00 Seminar 2

Title: Blending, flipping, mobile, adaptive: from theory to practice in BE and ESP

Speakers: Cleve Miller and Valentina Dodge

Summary:

The technology-supported practices of blended, flipped, mobile, and adaptive learning receive considerable attention in conferences and publications, and a fair share of commercial hype. Despite this, relatively few business English and ESP educators are incorporating them into their day-to-day teaching practice, perhaps because these practices, as they have been presented, seem overly complicated or technological.

The aim of this session is to de-mystify these approaches, discuss how they are validated by accepted pedagogical principles, and show how they can provide our student and our clients with training that is both effective and efficient.

In this session, we will:

1. Deliver an overview of the pedagogic principles behind these new approaches
2. Provide tools and templates to help participants implement these approaches on their own
3. Connect theory to practice by delivering a demo class within the session so that participants can see these approaches in action.

Biographical information:

Cleve Miller and Valentina Dodge are directors of English360, an open web platform for blended language learning designed for private language schools, universities, and the corporate market. Winner of the 2010 David Riley Award for Innovation, English360 is used by thousands of educators worldwide, and major universities and corporate clients on every continent.

Cleve and Valentina each have over 20 years' experience with BE teaching, teacher training, materials design, and corporate language program design, and are frequent speakers at conferences worldwide.

15.00 General conference registration opens

19.00-19.45 Opening Ceremony:

Welcome

General announcements

Announcement of the winner of the David Riley Award

20.00 Evening reception with buffet, networking opportunities, exhibition

Saturday, 14 November

8.00 Registration opens

09.00 – 10.30 Opening announcements and plenary

Plenary Session

Title: Storytelling in business English

Speaker: Jamie Keddie

Summary:

Sharing stories has always been fundamental to making sense of the business world. Indeed, the ability to recognise and tell stories is a fundamental business skill in itself. In this practical talk, I would like to do two things. Firstly, I would like to explore the many types of story that business English teachers and students can source for their classes. Secondly, with an emphasis on teacher-led storytelling, I would like to demonstrate some of the diverse possibilities that this skill can offer.

Biographical information:

Jamie Keddie is a teacher trainer, storyteller and international conference speaker. He is the founder of Lessonstream.org, and the winner of a British Council ELTons award. Jamie's areas of interest include the use of visual materials, storytelling and video technologies in the classroom. His publications include *Images* (OUP 2009), *Bringing online video into the classroom* (OUP 2014) and *Videotelling* (2015).

10.30 – 11.00 Coffee break and exhibition

11.00 – 12.30 Sessions A (90 min)

Session A1

Title: Less is more: getting the most out of short videos

Speaker: Rachel Appleby

Presentation type: Methodology

Presentation style: Workshop (90 minutes)

Audience: Mixed

On behalf of: Oxford University Press

Summary:

In the ever-expanding world of the tools and tricks for language teaching, any motivated teacher will keep up-to-date, and draw on all possible resources to help engage students, and expand their horizons in English. However, this often comes at the cost of lengthy preparation, or over-challenging students. When working with videos, too often I've been excited by YouTube clips, only to find that either students can't cope, or I have to spend hours making the materials accessible.

There is now a wealth of published materials – interviews, mini documentaries – which closely address business students' needs and interests. This talk will show how we can use these videos not only to focus on language and skills, but also to inspire students, relate to real-world issues, and serve as an invaluable stepping stone.

We'll look at options for exploiting these in both standard and flipped classroom contexts.

Biographical information:

Rachel Appleby has taught English for International House and the British Council in the UK, Spain, Portugal, Slovakia, and Hungary, where she now lives. Since 1993 she has focused mostly on teaching in-company and university students (on the BA and MA programmes at ELTE).

She is a CELTA and LCCI (BE) teacher trainer.

Rachel is co-author of OUP's *Business one:one* Intermediate+, Pre-Intermediate and Advanced, and the Pre-intermediate and Upper Intermediate Students' Books of the new edition of *International Express*. She has also co-written the TB for *Business Result Advanced*. She is currently involved in OUP's new 6-level series *Navigate*.

Session A2

Title: Teaching intercultural competence in English to university students: a blended-learning approach

Speakers: Judith Mader and Dr. Rudi Camerer

Presentation type: Teaching with technology and media

Presentation style: Workshop (90 minutes)

Audience: Experienced

On behalf of: Frankfurt School of Finance and Management and elc - European Language Competence

Summary:

English lecturers at universities and business English trainers are often asked to include training in intercultural communication in English classes in companies and at universities and may feel they need additional material for courses. We will present activities used with university students which combine training in intercultural communication and the use of English. Among the questions we will address in our workshop are:

- To what extent does intercultural training rely on f2f-exercises?
- Can self-study modules be helpful – and if yes, to what extent and with what content?
- What are some of the issues involved when dealing with multicultural learning groups?

We will discuss these questions against the background of our experience in academic contexts and present modules from a new blended-learning course on intercultural competence in English, which we have been involved in developing.

Biographical information:

Judith Mader is Head of Languages at the Frankfurt School of Finance and Management and also works as a senior advisor to elc – European Language Competence. She has published widely in these fields and co-authored with Rudi Camerer *Intercultural Competence in Business English* (Cornelsen 2012).

Rudi Camerer directs elc-European Language Competence, a consultancy which focuses on language and intercultural competence. elc has been awarded the European Language Label for developing teaching materials in French and English for upper secondary students which combine the teaching of foreign languages with intercultural communicative competence.

Session A3

Title: Finding your voice

Speaker: Paul Dummett

Presentation type: Methodology

Presentation style: Workshop (90 minutes)

Audience: Mixed

On behalf of: National Geographic Learning | Cengage Learning

Summary:

A common complaint among business learners is that their English does not allow them to express themselves or represent themselves as they would want – in other words, they cannot find their voice. And yet they have a very real desire (and often an urgent need) to do this. How can we as teachers create the conditions for these voices to flourish? Using the example of native speaker presenters

(TED talks from the new Cengage/NGL series, Keynote), who have found their voice, this talk demonstrates ways we can: inspire learners and tap into their interests; help to generate ideas and stimulate creative thinking; help to overcome blocks or plateaux they may have reached; and ultimately provide learners with the language, skills and confidence they need to present their own ideas in their own voice.

Biographical information:

An experienced ELT writer with a mission to provide content that is meaningful and thought-provoking. My experience has taught me that learning occurs best when the vehicle is a narrative that learners can engage with and learn from. Areas of expertise: business English, the energy sector and adult general English. Publications include *Success with BEC*, *Energy English*, *LIFE* and *Keynote* (Cengage/NGL).

Session A4

Title: Assessing speaking – teaching tips for Cambridge English: Advanced and Cambridge English: Business Higher (BEC Higher)

Speaker: Tom Wogan

Presentation type: Activities for the classroom

Presentation style: Workshop (90 minutes)

Audience: Mixed

On behalf of: Cambridge English Language Assessment

Summary:

Cambridge English: Advanced and Cambridge English: Business Higher (BEC Higher) are high-level exams of English which are taken all around the world every year. Both exams are aligned with level C1 on the CEFR, showing that learners are proficient users of the language. They are used by high-achievers to prove their ability to participate in professional and higher education contexts.

This seminar looks at the format and interaction patterns of the Speaking papers and explores the skills that learners need in order to perform at a high level in English and do well in the exams. Participants discuss the assessment criteria used to evaluate learners' speaking skills, and then relate these to the tasks and video examples of candidate performance. Using sample materials, participants consider how best to prepare students for both exams.

Teachers will experience classroom activities for each part of the exams that they can use with their students. They will evaluate these activities, considering how to adapt and reproduce them in their own classes. They will also take away a set of classroom activities they can use.

Biographical information:

After working in Italy, Holland and Germany for some time, Tom Wogan moved to Spain in 1993 and has remained there since. He currently works as both a Cambridge English consultant for Catalonia and as a teacher for the EIM (Escola d'Idiomes Moderns) at the UB, specialising in exam preparation courses. Before working for Cambridge, Tom worked for a major publisher as a commercial representative and as a teacher trainer. His expertise and knowledge of both teaching and of the Cambridge English system is invaluable and he will be sharing his insight with us at this session.

Session A5

Title: Meeting needs in the corporate world

Speakers: Darina Phelan and Debbie Barton

Presentation type: New trends in business

Presentation style: Workshop (90 minutes)

Audience: Mixed

On behalf of: Marcus Evans Linguarama

Summary:

Business English trainers and training organisations face ever-increasing demands from clients and training departments who are under internal pressure to be able to measure the company's return on investment. Drawing on Linguarama's experience in dealing with the diverse needs of the corporate client, this session examines the following questions: What do our clients really want and need? How do we add value and ensure that the learner's experience is as effective as possible? Exploring the principles of a needs-based approach to teaching, materials development and service provision, participants will leave with a greater understanding and resources (online applications and resources for learning and learning management, sample materials and principles behind their design) to help them confidently design and deliver effective training, taking into account the internal and external expectations of their business learners.

Biographical information:

Darina Phelan is Group Pedagogical Manager at Linguarama. She has over twenty years' experience of teaching, teacher training, materials/online resource development, pedagogical management and curriculum design. She acts as an internal consultant across Europe on quality assurance and management issues. Her interests are learner-centred teaching and organizational change management.

Debbie Barton has thirty plus years' experience in education and training. She currently writes teaching, training and online learning resources for Linguarama and is a member of Linguarama's internal consultancy team. She is co-author of Delta Publishing's *The Business English Teacher*. Her interests include learning, cultural competence and change management.

Session A6

Title: All teched-up: the digitally literate business English trainer

Speakers: Nicky Hockly and Helen Strong

Presentation type: Teaching with technology and media

Presentation style: Workshop (90 minutes)

Audience: Mixed

Session simulcast

Summary:

Are you a technophile or a technophobe?

Whatever your relationship with technology, there's no denying that it plays an important role in both business and business training today. In the modern workplace, virtual communication platforms are commonplace, and in business training, blended learning models are becoming more popular, since they can incorporate video, audio and interactive exercises, while enabling course participants to learn in a more flexible manner.

In this workshop, we will look at some of the technologies which business English trainers can use to provide their clients with a more modern approach to training. We will also consider what it means to be 'digitally literate' in the 21st century and examine some of the pitfalls to avoid when implementing technology in our training.

Biographical information:

Nicky Hockly is Director of Pedagogy of The Consultants-E, an award-winning online training and development organisation. She is a teacher, trainer and international plenary speaker, and has co-written several award-winning methodology books on technologies in ELT. Her most recent is *Going Mobile* (2014). She lives in Barcelona and is a technophobe turned technophile.

Helen Strong is a Business Communication Skills trainer and teacher-trainer based in Germany. She has many years' experience in corporate and academic environments and she tutors on The Consultants-E blended Cert IBET course. Helen is an active member of learning communities such as IATEFL and IATEFL-BESIG and is currently Chair of MELTA (Munich English Language Teachers' Association).

Session A7

Title: Those ____ discrete item exercises (fill in as appropriate)

Speaker: Evan Frendo

Presentation type: Teaching tips for teachers of business English

Presentation style: Workshop (90 minutes)

Audience: Mixed

Summary:

Multiple choice questions, gap-fill exercises and matching exercises are very common in business English teaching – they use a discrete item approach which enables us to focus on specific elements of language, typically items of grammar or lexis. We find them in coursebooks, in tests, in worksheets, in e-learning packages, in fact almost everywhere. In this workshop we will revisit these types of exercises, and discuss some basic design principles. What makes a good multiple-choice question? Why are they so notoriously difficult to get right? What about gap-fill exercises? How do we decide what to leave out and where to put the gaps? What can we do to improve the matching exercises we give our learners? What should we avoid doing? This workshop will explore these questions, provide you with some guidelines, and help you reflect on your own practice.

Biographical information:

Evan Frendo is a freelance trainer, teacher trainer and author based in Berlin. A frequent speaker at conferences, he also travels regularly in Europe and Asia to run courses or to work as a consultant. Since 2014, his main focus has been on developing e-learning courses for corporate clients – see www.businessenglishguru.com.

Session A8

Title: Emotional Intelligence in the classroom

Speaker: Patricia de Griese

Presentation type: Methodology

Presentation style: Workshop (90 minutes)

Audience: Mixed

Summary:

Emotions can either enhance or hinder our ability to learn. They also influence the way we behave and can have a powerful impact on memory. Research shows that higher levels of EI are associated with better workplace performance and physical and mental health. The more we discover about our emotional intelligence, the better equipped we are to create a positive learning environment and increase motivation in the classroom.

In this fun and interactive workshop, we will explore the answers to these (and many more) questions:

What is emotional intelligence? Can it be taught and developed?

What role do emotions play in the learning process?

What are the strategies we need to help maintain positive emotions in the classroom?

Biographical information:

Patricia de Griese

Certified Trainer, Certified Systemic Coach, Workshop Designer and Facilitator, NLP Master.

Educated and trained in the U.S., England, Argentina and Germany

A 20-year veteran of the training field, Patricia has worked with multinationals and public organizations around the world, including: Bayer, Audi, BMW, Alstom, ABB, Henkel, Lufthansa, Bosch, Postbank, Unilever, Citibank, European Securities and Markets Authority, German Federal Financial Supervising Authority, Siemens, Bayer 04 Leverkusen, Federal Mogul. Her interactive and brain-friendly workshops cover: teacher development, train-the-trainer, accelerated learning techniques, cross-cultural awareness, emotional intelligence, ESL, presentation, negotiation and communication skills.

12.30 – 12.45 Room change and exhibition

12.45 – 13.30 Sessions B (45 min)

Session B1

Title: Tell me a good story ... and enhance your business skills

Speaker: Liz Jolliffe

Presentation type: New trends in business

Presentation style: Workshop (45 minutes)

Audience: Mixed

Limited number of audience

Summary:

Storytelling is becoming increasingly important as a strategic business tool to successfully inspire, motivate and engage prospective and existing customers, colleagues and the world in general. But it's not always easy to tell a good story, particularly in your second language. In this hands-on interactive workshop, we will be looking at the key elements of storytelling and how we can help our learners to create and deliver compelling stories. You will go away with some fun activities to engage your students and improve their fluency – and maybe you'll hear a good story or two!

Biographical information:

Liz Jolliffe, English trainer and coach as well as Chair of ELTAF (English Language Teachers' Association Frankfurt), was born in England and has lived near Frankfurt for 36 years. She has been training business English for 15 years in companies and also in her cosy kitchen, 'Kitchen Coaching' over a hot cuppa. She specializes in presentations and job coaching as well as English for the media industry where storytelling plays a major role. See <http://www.jolliffe.de>.

Session B2

Title: Speed networking

Speakers: Scott Levey and Cornelia Kreis-Meyer

Presentation type: New trends in business

Presentation style: Workshop (45 minutes)

Audience: Mixed

Session simulcast

Summary:

We understand that for regular and first-time delegates alike, BESIG annual conferences can be daunting. Unless you are a rare extrovert, it's easy for us all to gravitate toward those faces we already know – meaning a great chance to meet and interact with new people slips through our fingers.

We want to change this. BESIG's first ever speed networking event at an annual conference is a fun, exciting and effective way to make a lot of initial connections. You'll have a chance to naturally meet others without forced situations, awkward interruptions ... or alcohol.

If you'd like to meet new people, put names to faces and break down barriers then come along. And bring your business cards too. Last but not least, we will also give you some ideas on how you can use speed networking in the business English classroom.

Biographical information:

Scott Levey is a Director at Target Training GmbH in Germany.

Cornelia Kreis-Meyer is the IATEFL BESIG Joint Coordinator.

Session B3

Title: But that's not in the book!

Speaker: Ed Pegg

Presentation type: New materials and innovative ways on how teachers can use them

Presentation style: Workshop (45 minutes)

Audience: Mixed

On behalf of: Macmillan Education

Summary:

A few weeks ago, I taught an agile business consultant. Did you just Google that? I had to. How can we teach someone when we're only dimly aware of what they actually do? In addition, as job titles and roles become ever more specific, where do we get material when companies protect their working documents so tightly?

This means that we're often reliant on published material but what do we do when none of this material matches the experience or needs of our clients exactly?

In this workshop, participants will investigate some of the challenges faced when learners appear with non-standard requests and will explore how existing material can be bent, supplemented and developed to satisfy even the strangest needs, even when you don't know exactly what they are.

Biographical information:

Ed teaches the International Business Communication programme at the London School of English, where he provides language and communication training to multi-cultural groups of professionals. He specialises in English for international management, soft skills training and cross cultural pragmatics. He is particularly interested in identifying best practice in communication in multi-cultural working environments.

Ed is the co-author of Macmillan's *In Company 3.0* Starter level, and won the inaugural Excellence in Business English Training award from English UK in 2013 in acknowledgement of his innovative, client focused approach to business English training.

Session B4

Title: Making 'Blended Learning' work

Speaker: Pete Sharma

Presentation type: Teaching with technology and media

Presentation style: Talk (45 minutes)

Audience: Mixed

On behalf of: Pete Sharma Associates

Summary:

The term 'Blended Learning' (BL) means different things to different people. Moreover, attempts to create a blended business English course often fail. Why?

This talk first explores the roots of BL within the corporate world; summarises what the research says; presents key definitions and dimensions of the term, and provides some working models of BL (e.g. a 'dual track' approach).

Secondly, it lists the main reasons why teachers and organisations wish to blend; the challenges; and the critical factors in making BL work.

Finally, it presents an innovative step-by-step framework for business English organisations / freelance teachers looking to develop their own blended courses. It will enable practitioners to make informed choices: e.g. between common learning platforms / between commercially-digital material vs creating your own content.

Attendees will leave with a clear idea of how to create a successful BL course for a range of common business English contexts.

Biographical information:

Pete Sharma is a Director of Pete Sharma Associates Ltd, a consultancy and training organisation: www.psa.eu.com. He works as a pre-sessional lecturer in EAP (English for Academic purposes) at Warwick University, UK. Pete is a regular conference presenter at IATEFL and BESIG conferences. He is the co-author of books on technology in language teaching, including *Blended Learning* (2007) and business English books, such as *Networking in English*. His recent e-books are on 'apps' for business English (2013) and how to write for digital media (2014). He has written content for business English digital products and business English teachers' books.

Session B5

Title: "It would be a win-win situation." Students' performance in simulated negotiations

Speaker: Prof. Almut Koester

Presentation type: Research

Presentation style: Talk (45 minutes)

Audience: Mixed

Summary:

Negotiating is among the most commonly taught communication skills in business English. Negotiations have also been studied extensively in business discourse and communication research. Studies of both 'real' (or naturally-occurring) and simulated negotiations have shown that expert negotiators use a variety of linguistic or discursive strategies, such as 'accounts' (Firth, 1995) or 'tactical summaries' (Charles & Charles, 1999). Experienced negotiators also seem to make use of relational strategies, such as 'safe talk' and politeness strategies (Planken 2005). This talk looks at simulated negotiations from a class of Master's level business students at an Austrian university. The students' language and performance in the negotiations is evaluated in light of research findings on the strategies used by expert negotiators. The talk will address the following questions: To what extent do the students deploy strategies used by experts? Where do they fall short, and how can these deficits be addressed in teaching negotiating?

Biographical information:

Almut Koester is Professor of English Business Communication at Vienna University of Economics and Business, where she carries out research on workplace and business discourse. She also has many years' experience as a teacher/teacher trainer in business English and she has given talks and held workshops for teachers around the world. She is author of three books, including *Workplace Discourse* (2010) and co-author of a Business English course, *Business Advantage* (2012).

Session B6

Title: Context and content – continuing the search for materials credibility

Speaker: Steve Oliver

Presentation type: Teaching tips for teachers of business English

Presentation style: Talk (45 minutes)

Audience: Mixed

Limited number of audience

Summary:

Our business English clients are becoming ever more sophisticated and demanding so more than ever, our training needs to reflect closely the world of their work. The materials we use are an essential tool for the credibility of our training and of ourselves as trainers. Sometimes our students can provide actual industry documents and sometimes coursebook materials have a reasonable authenticity. Frequently though we have to find and make them ourselves, yet still remain credible to our clients.

This interactive talk will look at:

- sourcing authentic materials
- adapting for purpose

- maintaining authenticity
- exploiting for maximum effectiveness

While not a sales pitch, Steve will make use of some of the materials and activities he has written for the oil and gas industry as illustrative case studies.

Biographical information:

Steve Oliver has taught English in a business and ESP environment for over thirty-five years. He is the author of *English for Global Industries: Oil and Gas* (Garnet) and *FreeFlow* an online course for oil and gas professionals (SLC / Accent). He is Principal of Accent International Language Consultancy and Lead Trainer on their Cert IBET course.

Session B7

Title: Introduction to telc English Campus

Speaker: Sean McDonald

Presentation type: Teaching with technology and media

Presentation style: Talk (45 minutes)

Audience: Mixed

On behalf of: telc - language tests

Summary:

telc English Practice Material is a new and innovative online English learning platform for business professionals and English trainers, combining flexibility and media-rich content for immediate and sustainable results. The courses provide learners with the targeted skills and fluency they need in the global marketplace and feature a perfect balance of business English language and soft skills. The first set of courses is tailored for the B1-B2 CEFR level. In this session we will introduce you to some of the key features of the EPM and discuss some of the design issues we have faced along the way.

Biographical information:

Sean McDonald is the head of English Assessment at telc - language tests. He has been teaching languages at the in the United States and Europe since 1998. Past posts include the German Airforce Academy and the University of Washington. His passions include educational technology, particularly for language teaching.

Session B8

Title: Innovation: How disruptive is it in corporate language training?

Speaker: Deborah Capras

Presentation type: Teaching with technology and media

Presentation style: Talk (45 minutes)

Audience: Mixed

Summary:

Disruptive innovation in education exists in many forms and affects trainers, learners and management in different ways. This talk will explore trends, threats and opportunities of technology and will present the results of a recent survey into the use – and abuse – of technology in corporate language training.

Long-term, disruptive innovation doesn't always live up to the hype or even reasonable expectations. Sometimes, however, it can change an industry dramatically. Disruptive innovation in education exists in many forms and affects trainers, learners and management in many ways. This talk will explore common promises, trends, threats and opportunities of technology in language training. I will present the results of a recent independent survey into the use – and abuse – of technology in corporate training. In particular, the focus will be on the promise of adaptive, personalised and wearable learning solutions, the trend towards networking, sharing, collaborating and crowdsourcing, and the (inevitable

or unimaginable) move from courses to resources. I will also preview next generation workplace learning practices.

Biographical information:

Deborah Capras is a freelance author, trainer and digital learning specialist. As the deputy editor of *Business Spotlight*, she developed a successful range of print, audio and digital products. She has a background in linguistics, pedagogy and ELT publishing.

13.30 – 14.30 Lunch

14.30 – 15.15 Sessions C (45 min)

Session C1

Title: Practical, easy and fun activities for BE classes

Speaker: Marjorie Rosenberg

Presentation type: Teaching tips for teachers of business English

Presentation style: Workshop (45 minutes)

Audience: Mixed

Summary:

Whether you use a coursebook or create your own materials, practical activities which raise learner involvement are often a real plus in a lesson. This workshop will give participants the chance to try out several 'NTP' (no teacher preparation) activities which can be used in a variety of business English settings and groups. They can be done as basic activities as well as be extended into long-term projects for the semester and incorporate the standard ELT four skills as well as aspects of business English soft skills. Come along to try them out and leave with some ideas you can use on Monday morning.

Biographical information:

Marjorie Rosenberg teaches English at the University of Graz, works with corporate clients and has written a number of books and website activities (including photocopyables) in the business English field. Her publications include *In Business* and personal study books for the *Business Advantage* series (CUP) as well as *English for Banking and Finance 2* (Pearson). Marjorie was the Coordinator of IATEFL BESIG until recently and is now the President of IATEFL.

Session C2

Title: Extending the Common European Framework for learners of professional English

Speaker: Brian Engquist

Presentation type: Research

Presentation style: Workshop (45 minutes)

Audience: Mixed

On behalf of: Pearson Education Ltd

Summary:

The Common European Framework for Languages focuses on the communicative acts performed by adult learners in one of four domains: educational, occupational, public and personal. Although the workplace is included in this set, many language skills required by employers are not specifically called out.

Building on the work of the CEFR, the Global Scale of English Learning Objects for Learners of Professional English identifies 'can do' statements specifically written to address the needs of those using English in the workplace. A list of new learning objectives was drawn up and then rated for difficulty by over a thousand professional English teachers from around the world.

This workshop looks at the issues of developing a descriptor set for learners of professional English and the process of validating them. We invite feedback from participants on how well these new learning objectives fill gaps in the CEFR for learners of professional English.

Biographical information:

Brian Engquist is Teacher Training Department Manager for Pearson in Spain and Portugal and has over 20 years' experience in TEFL. He often speaks about blended learning, advances in Edtech, assessment, and the evolving roles of teachers and learners.

Session C3

Title: Future-proofing business English

Speaker: Mike Hogan

Presentation type: Teaching tips for teachers of business English

Presentation style: Workshop (45 minutes)

Audience: Mixed

On behalf of: York Associates

Session simulcast

Summary:

How will we be teaching business English in one year, in three years, or even ten years from now? Which approaches, methods and resources will we, and our learners, still be using? Which fads will have come and gone? What will we be doing differently, and what will we not be doing at all? And how will our learners, and we, have adapted in the meantime?

These are some of the key questions that arise when considering the future of business English learning and teaching, and how to future-proof the services and products we offer.

This interactive workshop will address these questions and dig deeper to discuss and debate these issues, as well as sharing insights from case studies and recent research.

Biographical information:

Mike Hogan (director, York Associates) delivers language and communication skills, and international team training to clients globally.

His publications include *Business English for Beginners A1/A2*, the award-winning *Basis for Business B1/B2* (Cornelsen), and regular articles in *Business Spotlight* magazine.

He is available for keynote talks and teacher training workshops.

Session C4

Title: No teacher, no talk? Designing speaking activities for low-level students

Speaker: Kirsten Waechter

Presentation type: Teaching tips for teachers of business English

Presentation style: Workshop (45 minutes)

Audience: Mixed

Summary:

I teach a lot of A2 and low B1 students who need to improve their speaking fluency and accuracy, but are often inhibited to speak out, especially if the conversation is initiated by the teacher. So the topic of this workshop is how to encourage them to speak: often it helps to move the teacher out of the equation during the speaking situation, and to provide students with the language and tools to facilitate conversations and other kind of speaking activities with their classroom peers. You will be able to try out many ideas such as speed-dating, mind-mapping, active listening strategies, board games and hot seat and learn ways of how to use them in the business English classroom.

Biographical information:

Kirsten Waechter works as a trainer for business English and technical English in companies and at university. She is also an intercultural trainer, certified translator and writer. Her main motto in her work is helping people do their job better.

Session C5

Title: Observations with a twist: promoting an observee-led approach to observation of teachers

Speaker: Billie Haase

Presentation type: Research

Presentation style: Talk (45 minutes)

Audience: Mixed

Summary:

In the talk I present a research experiment carried out at Oxford House, Barcelona in spring 2015. In order to make observations less stressful and more valuable for teachers a new approach was tested with the aim of putting observees in the driver's seat, involving the use of guided reflection on video recordings of short extracts of the lesson. In this talk you will find out how the procedure worked and what the participants thought of it.

Biographical information:

Billie Haase is a teacher and teacher trainer based at Oxford TEFL in Barcelona. She has an MA in communication research and phonetics and has also worked as a primary school teacher before moving into the world that is EFL teaching. In August 2013 she completed the Trinity Dip. TESOL and moved into teacher training. Some of her interests are using activities from manager training seminars and coaching workshops with her students to help them develop their problem-solving and decision-making skills whilst learning English. Right now all her energy goes into building her YouTube channel on which she posts videos to help students improve their English.

Session C6

Title: Teacher power: to use or not to use

Speaker: Mandy Welfare

Presentation type: Cross-cultural awareness

Presentation style: Workshop (45 minutes)

Audience: Mixed

Limited number of audience

Summary:

The increase in need for business English and intercultural training has led to an escalation in people claiming to specialize in teaching different varieties of English. Considering the social, cultural and intercultural aspects involved in teaching language and behaviour, the worry of whether all teachers who claim to teach business English actually have the ability, right or even duty to take social responsibility for their students is increasingly prevalent.

In this workshop, we will explore how far the responsibility lies with the teacher, discuss what influences our social and cultural responsibility and how power comes in to play with regards to the teacher-student relationship in terms of Bourdieu's theory of capital. We'll analyse our role as teachers in those tricky situations which go against the rule of PARSNIP and deliberate strategies to use in the classroom.

Biographical information:

Mandy Welfare is a teacher, blogger (englishwithmilkandsugar.wordpress.com), former Director of Studies, and materials writer based in Berlin. She is currently completing a Masters of Education with a focus on TEFL from the University of Bath, which has inspired this workshop. Having taught in Spain, Turkey, the UK and Germany, Mandy has a deep interest in ESP, business English and ELF,

and recently lead a project to develop business English skills modules with a focus on language through skills. She is an active member of ELTABB and became their Events Coordinator in 2014.

Session C7

Title: Are you teaching 'good' business English? Business English based on ethical and sustainable business models

Speaker: Julie Pratten

Presentation type: Teaching tips for teachers of business English

Presentation style: Workshop (45 minutes)

Audience: Mixed

On behalf of: Academic Study Kit

Summary:

Open most business English coursebooks at any page and you will probably find something about one of the big multinationals, but shouldn't we be presenting business English via sustainable and ethical models? This talk will look at some of the best companies out there in terms of ethical business standards and provide practical ideas for activities.

Biographical information:

Julie Pratten has extensive experience in the design and management of English language training and communication skills training in Europe, Latin America and the Middle East. She is a leading author of business and financial English and writes a regular financial English blog for Delta Publishing. She has recently launched *Academic Study Kit*, a toolkit of study skills for international students preparing for university.

Session C8

Title: A systemic method for developing communication skills

Speaker: András Petz

Presentation type: Methodology

Presentation style: Workshop

Audience: Mixed

Summary:

There is general consensus concerning methods for developing communication skills. The way I look at it, it follows an organic approach.

In our effort to accelerate the teaching process, we have been exploring alternative methods. After a detailed analysis of the communication process, we identified a number of basic skills, such as:

1. Phases of communication: the process can be divided into distinct phases, such as salutation, opening, coverage of main topic, summarizing and closing, etc.
2. Elemental linguistic skills: includes using correct grammar and syntax, accurate usage of vocabulary and fluent oral delivery of the subject.
3. Elemental communicative skills: wide range of issues, starting with asking questions, reacting to input from the audience, sharing information, giving advice, expressing opinions, etc.

I call it a systemic method for developing communications skills. The development of the above elements is assisted by a huge number of web-based exercises.

Anglofon Studio is a specialist in legal English, therefore, we most frequently put the above in the context of legal communication. However, I believe that you will find it useful also in business context, too. Come and explore!

Biographical information:

András has nearly 20 years of experience in teaching legal and financial English. He is the director of Anglofon Central Eastern Europe, a leading legal English teaching centre, and lecturer at Eötvös Lóránd University, one of the most prestigious institutions of the CEE region. András is the secretary

of EULETA (European Legal English Teachers' Association) and member of Quali-Trans Associations, a Hungary-based association for legal translators, interpreters and terminologists.

15.15 – 15.30 Room change and exhibition

15.30 – 16.15 Sessions D (45 min)

Session D1

Title: Elevator Pitch: 2-minute business presentation

Speaker: Dr Jasmina Sazdovska

Presentation type: Teaching tips for teachers of business English

Presentation style: Workshop (45 minutes)

Audience: Mixed

Summary:

This workshop will focus on the elevator pitch, a specific form of business presentation which is short, to-the-point and convincing. Participants will be shown examples of good and bad elevator pitches and taken through the steps of preparing a successful short business presentation. The 5 P structure of an elevator pitch will be revealed: Pain, Premise, People, Proof, Purpose. By covering each of these 5 aspects in their mini presentations speakers should be able to convince the audience of the viability of their business proposal. Practical tips for holding elevator pitch trainings will be provided and participants will also be given ideas where to find additional materials on the topic.

Biographical information:

Jasmina Sazdovska is the Head of the Language Department at the International Business School in Budapest. She teaches business English, presentation skills, meetings, negotiations and other business communication courses. Her doctoral dissertation is on business presentations, and her research interests include genre, pragmatics, language teaching methodology and business communication

Session D2

Title: Things that work - based on client and BE teacher feedback

Speaker: Alan Cargyl

Presentation type: Teaching tips for teachers of business English

Presentation style: Workshop (45 minutes)

Audience: Mixed

Summary:

What works in business English teaching? Which approaches never seem to fail to receive positive feedback from Executive Centre clients? How do we meet and exceed clients' expectations?

These questions will be addressed in this practical, interactive and intensive workshop which will give examples of core class best practice which are often cited by our clients in feedback.

The workshop will focus on the following key areas:

Language Feedback

Lexical Focus

Exploiting clients' language

Biographical information:

Alan Cargyl has been a trainer at IH London Executive Centre for 18 years. He has also been an ADoS there and for IH in Poland. He is a CertIBET trainer and has spoken at a number of BESIG conferences.

Session D3

Title: Help your students GROW their English

Speaker: Duncan Foord

Presentation type: Activities for the classroom

Presentation style: Workshop (45 minutes)

Audience: Mixed

On behalf of: OxfordTEFL Teacher Training

Summary:

GROW is a simple coaching tool which can help your students focus their goals and commit to improving their English. It can also help teachers define and adapt their approach, particularly when working with groups and individuals in-company where there is a need to address frustrating behaviours such as poor attendance, distraction, making excuses and general lack of motivation. In this workshop you will practice using the GROW model and consider how you can apply it in your teaching.

Biographical information:

Duncan Foord is the Director of OxfordTEFL, Barcelona. He has 30 years' experience in language teaching, teacher training and school leadership and management. He is the author of *From English Teacher to Learner Coach* (with Dan Barber, The Round 2014) *The Developing Teacher* (Delta Publishing, 2009) and *The Language Teachers Survival Handbook* with Lindsay Clandfield (Its Magazines, 2008). He is lead trainer on the OxfordTEFL Leadership in ELT course (online and face-to-face)

Session D4

Title: Why am I misunderstood? Why don't I understand? ;-(

Speaker: Ian Badger

Presentation type: New trends in business

Presentation style: Talk (45 minutes)

Audience: Mixed

On behalf of: Business and Medical English Services, Bristol, UK

Summary:

What are the barriers which prevent us from understanding each other? Inability to express ourselves clearly? Inability to understand anything other than 'standard' English? Poor teaching that has not prepared us for the communicative and cultural challenges we encounter in our work and social lives? These questions are as relevant to those who consider themselves to be fluent users of English (be they 'native' or 'non-native') as they are to lower level speakers.

In this workshop, Ian will identify and discuss what he sees as the main barriers to clear business communication and will suggest how these can best be overcome. He will draw on his experience of recent projects working with NS and NNS speakers in international organisations in the UK, Spain, Finland and Germany.

Biographical information:

Ian Badger is a communications consultant and trainer who works predominantly for large international corporations. He is the author of the prize-winning *Collins English for Business: Listening*, *Collins English for Life: Listening B1* and *Listening B2*, co-author of the multi-level *English for Business Life* and author of *Everyday Business English* and *Everyday Business Writing*. Ian is a partner in Business and Medical English Services (www.bmes.co.uk) and is based in Bristol, UK.

Session D5

Title: DADA MACHINE – (re)imagining activities for the classroom

Speaker: Roy Bicknell

Presentation type: Activities for the classroom

Presentation style: Workshop (45 minutes)

Audience: Mixed

Session simulcast

Summary:

Dada Machine is about bringing more creativity and improvisation into our teaching by (re)imagining activities for the classroom. We will adopt the subversively playful approach to language that originally inspired the DADA artists. We will show how DADA principles underlie our current didactical concerns about the need for more improvisation and creativity in the skills we teach our students, and why this is relevant for current professional practice.

In this three-part workshop we will: explore cut-up techniques using newspapers or similar media to reconfigure and recontextualise language; we will use the DADA axiom 'Thought is in the mouth' as a framework for speaking activities that stimulate student responsiveness and agility in 'public' performance; and we will introduce the DADA Wheel, a playful, random method for generating and reimagining activities for the classroom. Do you want to discover your own inner DADA and get students to discover theirs too? Just attend this interactive workshop!

Biographical information:

Roy Bicknell is based in Amsterdam where he teaches Business English, ESP and Intercultural Communication. He leads the Besig Editorial Team and is member of the IATEFL Publications Committee. Like most educators, Roy is very approachable, so just go and talk to him!

Session D6

Title: The sports formula for successful business English communication

Speaker: Katrin Lichterfeld

Presentation type: Teaching tips for teachers of business English

Presentation style: Workshop (45 minutes)

Audience: Mixed

Summary:

Can sport help us to raise our energy level? Can it serve as a role model for our communication in English in order to do a better job in the international business world? Time constraints and performance under high pressure might ask for strategies similar to those for the sports ground. Is there any link between the athlete's visualization of the perfect movement and the learner's idea of pronunciation? Are language learners aware of their competence expectations, self-talk and the power of language and its impact on brain processes and communication? How about achieving an optimum level of activation and regeneration? What can international business people learn from top athletes in order to deal with adversity and failure in a positive way? How to put these ideas into classroom activities?

Biographical information:

After working several years with an international team in the export department of a beverage group Katrin Lichterfeld started making use of her practical experience in her jobs as business English trainer, translator, examiner and intercultural trainer for in-company courses. As an active triathlete (Olympic Distance) sport has always played an important role in her life.

Session D7

Title: 'Social media' as a business topic

Speaker: Paul Emmerson

Presentation type: New trends in business

Presentation style: Talk (45 minutes)

Audience: Mixed

Summary:

The topics of marketing, finance, management, etc. are well known and familiar to us. But what about social media? Do you understand how it works strategically from a company's point of view, as a component part of Inbound Marketing? Drawing on my own steep learning curve in relation to promoting BEhereBEthere, I will explain social media as a complex and fast-moving marketing tool. This talk will allow you to stay one step ahead of your students' knowledge level, and classroom activities will easily suggest themselves.

Biographical information:

Paul Emmerson works as a writer, website owner, teacher and teacher trainer. He is the author of many business English books published by Macmillan, such as *Email English*, *Business Grammar Builder* and *Business Vocabulary Builder*.

Paul has two websites. For BE teachers he posts tips and techniques on www.PaulEmmerson.com. For BE learners he runs the free eLearning website www.BEhereBEthere.com.

Paul also teaches over the summer at The English Language Centre, Brighton.

Paul has two Masters degrees, including an MA in Applied Linguistics, and is a regular presenter at international conferences.

Session D8

Title: Bringing 007 to your classroom

Speakers: Gorana Duplančić Rogošić and Sanja Marinov

Presentation type: Activities for the classroom

Presentation style: Workshop (45 minutes)

Audience: Mixed

Summary:

In this workshop, the presenters will show how a 30-second tourism ad for a James Bond movie was turned into three 45-minute lessons. The selected material provides a wide array of activities: from discussion and problem solving to summarizing, matching, corpus analysis, to name only a few. Selected activities that will be presented in the workshop will illustrate a creative approach to the selected topic, i.e. destination branding.

To conclude, the presenters will show how authentic video material can be used with the aim of creating teaching materials that is at the same time modern/contemporary and meets students' future professional needs.

Biographical information:

Gorana Duplančić Rogošić is a Senior Lecturer at the Faculty of Economics, University of Split, Croatia. Her areas of interest include teaching business English and ESP, course material development, lexicology, lexicography, corpus analysis.

Sanja Marinov is a Senior Lecturer at the Faculty of Economics, University of Split, Croatia. Her areas of interest include teaching ESP in Tourism, using corpora in ELT, course material development. In her free time, she likes to go hiking.

16.15 – 16.45 Coffee break and exhibition

16.45 – 17.30 Sessions E (45 min)

Session E1

Title: Firing entrepreneurship through "Dragons' Den"

Speaker: Prof. Justin Byrne

Presentation type: New materials and innovative ways on how teachers can use them

Presentation style: Talk (45 minutes)

Audience: Mixed

Summary:

The potential of the reality show 'Dragons' Den' for business English teaching has long been recognized, giving rise to extensive use of the show to teach the lexis, functions and skills of start-ups, business pitches and negotiations. Based on recent experience in a business school, this talk adopts a CLIL approach, highlighting how 'Dragons' Den' can also be used very effectively to teach and stimulate interest in entrepreneurship. The widespread but not universal success of the show poses questions about the culture of entrepreneurship, the business environment, and social and technological innovation in both English-speaking countries and the students' own. Ideas will be given for materials and activities for students to critically research these issues as well as to identify the skills and characteristics of successful entrepreneurs, to develop their understanding of business models and business plans, and to conceive and present their own innovative ideas for products and services.

Biographical information:

A CELTA qualified English teacher, Prof. Justin Byrne holds a doctorate in history and civilization from the European University Institute and is currently Coordinator of Languages and Cultures and Academic Director of the Bachelor in Management at ESCP Europe Business School, Madrid Campus, where he teaches business English and communication skills.

Session E2

Title: Teaching business English with multimedia: How to use videos and games in the classroom and beyond ...

Speaker: Philip Gienandt

Presentation type: Teaching with technology and media

Presentation style: Workshop (45 minutes)

Audience: Mixed

Summary:

Video can be ideal for teaching languages – if you know how.

As a foundation this workshop will present the benefits of using videos in ELT. It will show some specific examples for teaching business English. We will introduce some important guidelines, specific examples and valuable tips on how to use video in the classroom and online tutoring as well as beyond the classroom: video combined with online exercises for blended learning.

The main focus of this workshop is on presenting the variety of different exercises and games based on selected videos. Participants will be invited to actively participate in this process and share their experiences with using video in teaching. However experience in teaching with videos should not be a requirement for attending this workshop.

A possible outcome could be a step-by-step approach and a list of useful applications such as exercises in the classroom.

Biographical information:

Philip Gienandt is co-founder and Managing Director of Berlin-based LinguaTV.com. Philip has extensive work experience in eLearning and online entertainment and has worked in several managerial positions in international business and intercultural affairs in Germany, USA, Japan and France. He holds a diploma in International Management Science from University of Mannheim/Germany and received his MBA from City University of New York/USA.

LinguaTV.com offers motivating and effective online language training with multimedia content (e.g. videos) and interactive exercises (e.g. serious games) and an innovative CLMS. LinguaTV was nominated by The British Council for the ELTons International Award for Innovation, was awarded with the European Comenius EduMedia Seal and received the World Summit Award for the world's best eContent in the category "elearning and education".

Session E3

Title: Should we teach 'real' language?

Speaker: Ian McMaster

Presentation type: Methodology

Presentation style: Talk (45 minutes)

Audience: Mixed

On behalf of: Business Spotlight

Summary:

Business English materials are full of standard phrases for particular situations, such as telephoning, meetings, negotiating or socializing. But how useful are these phrases? On the one hand, they are criticized for being artificial on the grounds that corpus research shows that native speakers don't necessarily use them. At the same time, the phrases are criticized for being too native-speaker oriented, and therefore at odds with the concept of English as a Lingua Franca. In the talk, we will discuss these issues, consider the extent to which we should be teaching 'real' English (whatever that might be) and invite the audience to share its views.

Biographical information:

Ian McMaster is editor-in-chief of the bi-monthly business communication magazine *Business Spotlight* (www.business-spotlight.de) and a former coordinator of IATEFL BESIG.

Session E4

Title: Rolling and action – making videos to meet specific needs.

Speaker: Vicky Hollett

Presentation type: Teaching with technology and media

Presentation style: Talk (45 minutes)

Audience: Mixed

On behalf of: Simple English Videos

Summary:

Our students often have specific needs that off-the-shelf materials can't quite meet, so many business English teachers have found they're material writers too.

Custom-made business English and ESP materials have traditionally been limited to print or audio. Video was out of the question because of the high production costs. But falling prices for equipment, editing, file storage and distribution have been changing that. Video is fast becoming an attractive, speedy and affordable option for companies needing training for specific job needs.

This talk will look at some of the key production processes for low budget video shoots designed to target specific professional needs. Vicki will be considering some issues involved in writing scripts, shooting and editing video for corporate clients and sharing some of the lessons learnt from making videos based around critical incident scenarios for an airline.

Biographical information:

Vicki Hollett is the award winning author of many business and technical English courses for Oxford University Press and Pearson. British by birth, she's currently based in Philadelphia where she produces videos for the popular *Simple English Videos* website and corporate clients.

Session E5

Title: Redefining soft skills training: why business English teachers are better placed than ever before to deliver these skills

Speaker: Emma Sue-Prince

Presentation type: Teaching tips for teachers of business English

Presentation style: Talk (45 minutes)

Audience: Mixed

On behalf of: Unimenta

Summary:

What soft skills are important now? This is not about team building, communication or leadership but qualities and traits like self-confidence, accountability, resilience and empathy. This talk, based on the speaker's book *The Advantage*, focuses on the reasons these competences are needed now more than ever, ways they can be developed and what trainers and practitioners need to be thinking about.

Attendees will be given a discount on Licensed Trainer training plus access to free training materials.

Biographical information:

Emma Sue Prince is a qualified English language teacher and management development trainer, author and business consultant. Her expertise lies in soft skills, trainer training, materials design, qualification development and management development. She provides employability, soft skills and education consultancy in emerging economies all over the world and is currently working on large-scale consultancy projects in Tanzania, Malaysia and in Bangladesh with the Department of International Development and the British Council.

Emma Sue is director of a free membership site for teachers and practitioners who deliver soft skills and personal development. Find out more here: www.unimenta.com.

She is author of *The Advantage*, published by Pearson Business.

Session E6

Title: Designing learning activities for digital environments

Speaker: Timothy Crook

Presentation type: Teaching with technology and media

Presentation style: Talk (45 minutes)

Audience: Experienced

Summary:

In this talk we will look at different ways of adapting and enhancing learning materials for digital contexts.

It cannot be assumed that materials which are designed for a face-to-face classroom are adequately designed for teaching or learning in digital contexts. Each learning environment, whether physical or digital, possesses certain affordances, and activities should be designed which maximize the learning opportunities presented by the environment.

Adapting material for digital interfaces does not mean reducing its effectiveness, we are not fitting paper-based activities to a digital approximation of a classroom; in many cases the opportunities for learning can be enhanced as a result of the context in which learning takes place.

In this talk I would like to offer practical examples of how business English materials can be re-purposed and re-designed for digital delivery and ideas on how to enhance learning opportunities for participants on courses where material is delivered in digital format.

Biographical information:

Timothy Crook, MA Technology and Language Learning. Tim is the Development Manager in Go English Communication, a company which specialises in delivering language learning courses to corporate clients in Spain. He has worked in language learning for 20 years, specializing in the

implementation of technology in learning, with more than 10 years' experience in language learning in digital learning environments.

Session E7

Title: Should teachers be good learners?
Speakers: Pete Rutherford and Taona Knights
Presentation type: Methodology
Presentation style: Workshop (45 minutes)
Audience: Mixed
Session simulcast

Summary:

What makes a better teacher? Should teachers be good learners? Should they be language learners? Do multi- and bilingual teachers have an edge over monolingual ones? In this interactive workshop, Taona Knights, Pete Rutherford and the workshop participants will attempt to answer these questions. The speakers will draw on relevant research, teacher and learner surveys, and their own experience - Taona as a pedagogical manager in Canada and Pete as an experienced business English and communication trainer in Germany.

This workshop will bring together the Barcelona delegates, the satellite events and live online audience via the IATEFL BESIG simulcast, and the contributors to the monthly discussion on the IATEFL Business English SIG Facebook group which will be led by Pete and Taona on the same topic over the course of November 2015.

Join us for this workshop if you would like to explore, with your peers in Barcelona and around the world, the qualities and skills that make a better business English teacher.

Biographical information:

Pete Rutherford is a business English trainer based in Düsseldorf, Germany. In his current position at marcus evans linguarama, he conducts in-company and web-based communication and language training and in-service teacher training. Pete's professional interests include learning technologies, English and communication skills for HR professionals, corpus linguistics, and effective learning practices.

Taona Knights is an academic manager and English teacher who has worked in France, Vietnam, Germany and Canada. Since 2012, she has been the Academic Director in Vancouver for EC Language Centres. Taona's work interests centre around what constitutes a good learner, and how to train and mentor teachers to reach their potential.

Session E8

Title: A practical toolbox for managers – training the skills managers really need
Speaker: Scott Levey
Presentation type: Teaching tips for teachers of business English
Presentation style: Workshop (45 minutes)
Audience: Mixed

Summary:

Do you train managers? Are you looking for fresh ideas to help them perform better when working in English?

When managers need to work in English the run-of-the-mill language for meetings, presentations, emails etc. just isn't enough. They need to manage themselves and others. Amongst other things, this means setting goals, distributing tasks, managing their and others' time and priorities, delegating responsibilities, providing feedback, dealing with conflict and assertively having those conversations that are just plain difficult.

Together we'll take a quick tour of Target's 'Practical toolbox for managers', a 2-day practical management training program we've run with companies across Europe over the last 4 years. Then we'll liberally pillage the ideas which are most easily transferred to your training environment. We'll share practical models, try activities, and finally develop clear business English training activities you can use in the next months.
Sounds interesting? Then join us.

Biographical information:

Scott Levey is a Director at Target Training GmbH in Germany. He has 18 years of experience in providing practical & transferable language and soft skills solutions for corporate clients. Scott is one of the principal drivers behind the InCorporate Trainer®™ solution –a proven approach to in-house business English training, embedding trainers long-term within the client's organization.

17.30 – 17.45 Room change and exhibition

17.45 – 18.30 Sessions F (45 min)

Session F1

Title: International meetings – language, skills and culture

Speaker: Adrian Pilbeam

Presentation type: Cross-cultural awareness

Presentation style: Workshop (45 minutes)

Audience: Mixed

On behalf of: LTS Training and Consulting

Summary:

More than 20 years ago, I co-wrote a book entitled *Meetings and Discussions*, which was published as part of the Longman Business English Skills series. Since then I have continued to research this field, and have run regular training courses on international meetings, usually as an intensive 3-day course. In this workshop I will discuss what I believe needs to be covered in a course on international meetings, and what materials and activities can be used to get the right balance between skills in participating in or running effective international meetings, using the right kind of language to put these skills into practice, and the intercultural awareness, skills and competencies needed to communicate effectively across cultures.

Biographical information:

Adrian Pilbeam, is the founder and director of LTS Training and Consulting in Bath, UK. He has many years' experience of delivering training in business English, communication skills and intercultural awareness for corporate clients worldwide. He is also a writer of many books in these areas, as well as being an active teacher trainer in the intercultural field, with two courses - 'Developing intercultural training skills' and 'Designing and delivering intercultural training' - which he runs regularly at LTS in Bath.

Session F2

Title: Storytelling in business contexts

Speaker: Mercedes Viola

Presentation type: New trends in business

Presentation style: Talk (45 minutes)

Audience: Mixed

Session simulcast with Mercedes beamed in from Uruguay and a facilitator in the room

Summary:

Storytelling plays a vital role in business environments. It is a powerful tool to build relationships, inspire people and create networks.

In the corporate world stories are used to transmit values and expected behaviors from employees.

Research has shown that storytelling is the best way to articulate a business's vision. It is also used as a way of tapping into informal channels of communication and to promote learning from one another.

When working with business people we, as their English trainers, are all the time listening to stories about their jobs, their businesses and their lives.

Actually, they are all the time telling and listening to stories when working and interacting with colleagues.

It is crucial that we help our students develop their storytelling skills in English and that we facilitate them the language they need in order to elicit stories from others; in that way they will be able to communicate in English in a much more efficient and natural way.

Biographical information:

Mercedes Viola holds a degree from the Universidad de la Republica Oriental del Uruguay and an MA in TESOL. She has been running an English institute for more than 20 years, where she is in charge of designing and implementing business English learning experiences for government-owned organizations, universities and many well-known international companies such as Microsoft, HP, American Express, Deloitte, John Deere and MasterCard; designing materials for business English clients; supervising the development of specific courses in different business areas; and implementing new technologies in education. She is also a writer for the *Teaching English* site of the British Council and a member of the IATEFL Electronic Committee.

Session F3

Title: Bringing video into business English courses: A fresh approach

Speakers: Kristen Acquaviva and Claire Hart

Presentation type: Teaching with technology and media

Presentation style: Workshop (45 minutes)

Audience: Mixed

On behalf of: Cornelsen Verlag

Summary:

Some see showing a video as a proverbial 'bon-bon' that you can offer a group as a reward – a break from the 'real work' of learning English. Yet videos can do so much more than that. Amongst other things, we can use videos to introduce and engage learners with topics or skill areas, expose them to authentic English and a range of global Englishes, raise awareness of common mistakes and not just talk about the business world, but actually show them it.

We'll share some examples from Cornelsen's *Simply Business* series to show you how you can use videos purposefully with your learners. We'll also look at how to avoid the 'faff' which sometimes puts us off using videos in class.

Biographical information:

Kristen Acquaviva is a business English trainer, teacher trainer, and materials writer based in Berlin. She focuses on finding practical solutions to modern classroom issues, such as implementing learning technologies in corporate training, as well as creates online courses and resources for business English learners and trainers.

Claire Hart combines business English teaching in the tertiary and corporate sectors with a variety of materials development projects. As a materials writer, Claire specialises in creating content for online courses and digital ELT products, as well as being a coursebook, workbook and teacher's book author. She's based in Southern Germany.

Session F4

Title: Top tips for teaching proficient business English learners
Speaker: Dale Coulter
Presentation type: Teaching tips for teachers of business English
Presentation style: Workshop (45 minutes)
Audience: Mixed

Summary:

This workshop centres around how to support highly proficient business English learners. Advanced learners provide a unique challenge; not only their high level of spoken fluency but also their ability to deep-dive into specific lexis can be off-putting for trainers. What's more, progress at the top can be less easily quantified and many of the challenges that face advanced learners push us to the edge of our comfort zones. The result can be a demotivating experience for trainers and learners. But it does not have to be that way. We'll examine some of the challenges in more detail and then look at some tried and tested ways of adapting coursebook materials as well as a number of strategies and frameworks useful in a variety of training contexts. After this workshop, you will have a deeper understanding of some of the issues trainers and learners have at advanced levels and a toolkit to boost their progress.

Biographical information:

Dale Coulter is a business English trainer, Education Manager and materials developer based in Berlin, where he specialises in teaching ESP and business English. His training focuses around a facilitative and framework-based approach, focusing on teaching what is needed. Dale's main areas of interest are materials development and teacher training. Outside of ELT his interests include data science and design thinking. When he's away from teaching he enjoys cooking, table tennis and running.

Session F5

Title: Professional forums and YouTube videos as sources of authentic communication
Speaker: Olya Sergeeva
Presentation type: Making use of on-line resources
Presentation style: Workshop (45 minutes)
Audience: Mixed

Summary:

With the growing body of materials informed by corpus analysis, it is now widely known that some long-held intuitions about language turn out to be plain wrong when we examine real language in use. But where does that leave an ESP trainer who might just not have the time and resources required to produce a spoken ESP corpus from scratch?

In this workshop I will share how I address this problem in an 'English for IT' course by using IT forums and subtitled IT-related spoken communication available on YouTube. Participants will (1) learn about web corpus tools that can be used to analyse professional forums and YouTube videos and (2) try out a number of classroom tasks designed to help learners find useful patterns and frameworks in authentic language data and use them in their own speech. Ideas presented in this workshop can be adapted to other areas of ESP.

Biographical information:

Olya Sergeeva is a business English trainer based in St. Petersburg, Russia. Having worked on a number of training projects in the corporate sector, she now teaches, facilitates teacher development and develops materials and courses for IT professionals in EPAM Systems, a leading IT company. She's currently completing her third module of Cambridge Delta, specializing in business English. Apart from business English and features of spoken communication, her interests include second language acquisition, helping learners deal with challenging accents and learner autonomy. She blogs about her ELT passions and shares materials at eltgeek.wordpress.com.

Session F6

Title: Is self-publishing a realistic option in ELT? Trends, tips, challenges

Speaker: Deborah Capras

Presentation type: New materials and innovative ways on how teachers can use them

Presentation style: Talk (45 minutes)

Audience: Mixed

Summary:

Do you have invaluable insight, methodology or materials that you would like to share – but at a price? Publishers offer invaluable support, but an exclusive book contract is often an elusive goal. Should you pitch or self-publish? This talk will explore the tools you can use in e-publishing – and the challenges you will face.

Self-publishing has taken off in the world of fiction and has enabled many creative individuals to become established authors, which has also led to contracts with traditional publishers. Can new technology offer innovative business English and ELT trainers similar opportunities? What steps are necessary to succeed at self-publishing?

The publishing industry is struggling to adapt to the challenges of a digital world. ELT instructional material, in particular for business English courses, needs to be authentic, up-to-date and delivered to multiple platforms at the same time. If publishers are having problems, how can budding authors offer material independently? Is there a niche market in ELT that individuals can exploit? Can authors develop their own instructional material that is professional and engaging – and make a profit from them on digital platforms? What tools are available and what skills will self-publishers need to master in order to put together their own books and materials?

This talk will present case studies of the self-publishing market. It will offer insight into publishing workflows, procedures and software and provide a framework for material development as well as an overview of the platforms available for marketing e-books.

Biographical information:

Deborah Capras is a freelance author, trainer and digital learning specialist. As the deputy editor of *Business Spotlight*, she developed a successful range of print, audio and digital products. She has a background in linguistics, pedagogy and ELT publishing.

Session F7

Title: Defining quality in business English

Speaker: András Petz

Presentation type: New trends in business

Presentation style: Workshop (45 minutes)

Audience: Mixed

Summary:

As teachers of legal English, we have been developing various tools to measure the efficiency of our services. These assessment tools have become accepted by various participants of the business and academic world as practical method to determine the level of legal English knowledge.

Our legal English assessment method goes beyond the traditional scoring system. Instead, it applies a rating of the knowledge of legal English terminology, as well as accuracy and the ability to produce legal English materials. This is then presented in a table, where each skill is assessed individually.

We achieve this through an easy-to-use platform relying on the latest technology. Independence and neutrality are ensured by the electronic processing of the results submitted by candidates.

This presentation gives an overview of not only the system but the underlying description of the standards that we offer as a practical way to evaluate the performance of legal translators, interpreters and other professionals.

Biographical information:

András has nearly 20 years of experience in teaching legal and financial English. He is the director of Anglofon Central Eastern Europe, a leading legal English teaching centre, and lecturer at Eötvös Lóránd University, one of the most prestigious institutions of the CEE region. András is the secretary of EULETA (European Legal English Teachers's Association) and member of Quali-Trans Associations, a Hungary-based association for legal translators, interpreters and terminologists.

Session F8

Title: How does technology boost teacher satisfaction?

Speakers: Eda Gözde Girgin and Merve Unutmaz

Presentation type: New materials and innovative ways on how teachers can use them

Presentation style: Talk (45 minutes)

Audience: Mixed

Limited number of audience

Summary:

The impact of smart phones, applications, high standard software programs or Web 2.0 tools on education has been widely discussed and researched. Educationalists have been contemplating on how to meet the needs of their students and enhancing the learning process by the use of new technological tools. In English medium preparatory schools, where the majority is EFL students, one of these needs is definitely activating the critical thinking skills of the learners to achieve academic goals in the curriculum. The instructors mostly expect their students to achieve academic readiness and be able to cope with the department requirements in English. The outstanding reason behind this is that students lack the necessary content knowledge and background in their schemata. Unfortunately, this is a long and tiring process which lead to worn out at times. This paper focuses on how the technological tools affect the teachers' perspective, beliefs and satisfaction in teaching. Thus, to have an overall idea about teacher job satisfaction an action research has been conducted and the data has been analyzed qualitatively through the use of SPSS.

Biographical information:

Eda Gözde Girgin has been a member of İstanbul Bilgi University for the last 5 years. She has been an EFL / ESL full-time instructor for 8 years. Her BA is in American Culture and Literature and she pursued her career with the MA study in English Language Teaching. During the MA program she had the chance to teach as a student teacher in domestic and foreign schools. Eda Girgin completed her DELTA Module 2 in 2013 and now moving on her studies of the other components of the DELTA Certification. She was the writing Learning Center Coordinator in the 2013-2014 academic year. She has been the A1 Level Coordinator in the institution since the beginning of the 2014-2015 academic year.

Merve Unutmaz has been working in the field of ELT for 7 years. She had a BA in Linguistics and university certificate of Language Teaching from Hacettepe University. She also got CELTA. She started her career in the prep program of İstanbul Kültür University as an instructor. After 3 years of teaching there, she then was hired by İstanbul Bilgi University prep program as an instructor in 2011. She is currently the level 2 (CEFR A2) coordinator of the program and also a member of CEA Steering Committee (Commission on English Language Program Accreditation). She is very interested in creative material development and assessment.

18.30 – 19.00 Room change and exhibition

19.00 – 19.45 IATEFL BESIG Annual Open Forum (annual members' meeting); refreshments available during the meeting

Sunday, November 15

9.00 Registration opens

9.30 – 10.15 Sessions G (45 min)

Session G1

Title: Memory, Meaning and Method (revisited)

Speaker: James Chamberlain

Presentation type: Methodology

Presentation style: Talk (45 minutes)

Audience: Mixed

Summary:

Much has happened since Earl Stevick published his seminal *Memory, Meaning and Method* in 1976. We have learned a lot more about how memory works, teachers have become adept at helping learners to construct meaning, and new methods have been developed (often as a reaction to advancements in technology).

This talk is an invitation to revisit Stevick's work and to apply his ideas to our teaching and learning situations nearly 40 years later. My intention is to offer an opportunity for reflection and dialogue on our teaching practice, with special attention to the role of memory, the construction of meaning and the choice of methods.

Biographical information:

James R. Chamberlain is the Director of the Language Centre at the Bonn-Rhein-Sieg University of Applied Sciences near Bonn, Germany. He has been teaching BE since 1984 and training intercultural communication skills since 1994.

Session G2

Title: Communicative competence case studies

Speakers: Rob Szabó and Pete Rutherford

Presentation type: New materials and innovative ways on how teachers can use them

Presentation style: Workshop (45 minutes)

Audience: Experienced

Summary:

In this workshop, Pete Rutherford and Rob Szabó will demonstrate the use of radar charts to represent communicative competence in combination with intercultural business case studies. We will be looking at the concept of validity in self-evaluation and the degree to which soft skills assessment can be integrated with traditional lexico-grammatical development activities into a more holistic measure of communicative ability. We will examine findings from our in-company training programmes in the Rhine-Ruhr conurbation and a workshop at the University of Applied Sciences in Düsseldorf, where we worked with the Bachelor of International Management students. Workshop participants will be given the chance to apply the model and discuss the usefulness of the intercultural business case studies in soft skills assessment.

Biographical information:

Rob Szabó recently completed his Master's degree in Education with a specialisation in Applied Linguistics. His research interests include sociolinguistics, intercultural communication and the expression of power and hierarchy in corporate communication. He writes a regular column on communicative competence alongside Pete Rutherford in the Belgian English Language Teachers Association's BELTA Bulletin and is currently employed as the Team Lead for Materials Development at Learnship in Cologne, Germany.

Pete Rutherford is an experienced business English trainer based in Düsseldorf, Germany. In his current position at Marcus Evans Linguarama, he conducts in-company and web-based communication and language training and in-service teacher training. Pete's professional interests include learning technologies, English and communication skills for HR professionals, and effective learning practices.

Session G3

Title: The importance of life skills in the business classroom

Speaker: Iain Collins

Presentation type: Teaching tips for teachers of business English

Presentation style: Workshop (45 minutes)

Audience: Mixed

On behalf of: Macmillan Education

Summary:

This practical workshop will explain what life skills, otherwise called soft skills or people skills, are and the importance they hold within the context of international business. Participants will discuss the life skills being taught and shown ways to incorporate these life skills into their own business classrooms. Ideal for teachers looking to equip students with more than just the core business or language skills. Examples will be taken from Macmillan's *In Company 3.0* and *The Business 2.0*, and sample copies offered to talk attendees.

Biographical information:

After completing his BA in German at the University of Wales, Swansea and obtaining his CELTA, Iain moved to Stuttgart where he taught general, business and technical English for over 10 years in various educational institutes and a plethora of industries. During this time he successfully undertook his second degree in business and economics – MBA. He has been working for Macmillan as the ELT Consultant for Germany since 2013.

Session G4

Title: Working with challenging clients: Tips on dealing with problematic business partners

Speakers: Martin Wheeler and Scott Levey

Presentation type: Research

Presentation style: Workshop (45 minutes)

Audience: Mixed

Summary:

Teaching challenging students is something we have all done, but do you also have to work with challenging client decision-makers? If so, then this interactive seminar will benefit us all. We will start by looking at some of the typical problems I and my colleagues have faced when dealing with our clients' organizations. The next step will be to pool our experiences as a group. Finally we will work together to generate a common set of key guidelines and behaviors that we can all benefit from when faced with future challenging situations. Interested in having a moan about your clients to a sympathetic audience and also getting useful advice from your fellow business English professionals? Then, come.

Biographical information:

Martin Wheeler is a site manager at Target Training GmbH in Germany. He has 6 years of business English experience across Europe and 6 years of project management experience in managing both trainer and client in a German multinational.

Scott Levey is a Director at Target Training GmbH in Germany. He has 18 years of experience in providing practical & transferable language and soft skills solutions for corporate clients. Scott is one

of the principal drivers behind the InCorporate Trainer®™ solution – a proven approach to in-house business English training, embedding trainers long-term within the client's organization.

Session G5

Title: Inbound Marketing: How to sell yourself and your business by polishing your online presence

Speaker: James Hoyle

Presentation type: New trends in business

Presentation style: Talk (45 minutes)

Audience: Mixed

On behalf of: Go English

Summary:

What is Inbound Marketing?

It's about attracting clients to you through your online presence and use of social media. Instead of you chasing the client, the client will contact you. Why? Because you are active on social media and your online presence positions you correctly. Use of LinkedIn, Twitter, Facebook and YouTube need not take half your working week. Learn how to recycle your creative energies to maximum effect. Make the most of the opportunities opening up through expanding connectivity and the Internet of Things. See how others have applied simple techniques to good effect. You don't need to be a techno wizard. Just bring your creativity and a will to share and succeed.

Biographical information:

James Hoyle is Commercial Director of Go English (founded 2002), a company based in Barcelona with offices in Madrid specialising in corporate language training. He originally studied Modern History at Queen's College, Oxford. He started teaching English in Barcelona in 1995. James is a regular blogger and publishes his podcasts with free self-study guides and lesson plans via the Go English Facebook page and digital magazine www.goenglishmagazine.es.

Session G6

Title: What is grammar, and does it have a place in business English?

Speaker: Rita Baker

Presentation type: Teaching with framework materials

Presentation style: Workshop (45 minutes)

Audience: Mixed

On behalf of: GlobalApproach™ and Lydbury English Centre Ltd.

Summary:

In my experience, the tension between fluency and accuracy is nowhere greater than in business English. We may all agree that the most important component is appropriate communication by whatever relevant channel – meetings, presentations, reports, emails, telephone, webinars, conference calls and so on. This often entails sensitivity to register; many clients want to feel convincing as educated speakers of English. Given that time is the luxury most lacking, how can we dovetail all the requirements? I shall be asking for the views of the participants and presenting some of the accelerated tools that I am now making available to teachers and trainers on-line.

Biographical information:

Rita Baker is the joint owner, with her husband Duncan, of Lydbury English Centre where they provide intensive, residential immersion courses in Business Communication skills. The training and coaching is based on the Global Approach, an accelerated learning system which Rita has developed over a career spanning more than 42 years to date. Rita and Duncan are now focussed on making the GA system and materials widely, and inexpensively available online. The couple have four married children and seven grandchildren so far.

Session G7

Title: How much business English do you need to teach business in English?

Speaker: Dr Helen Bicknell

Presentation type: English for Specific Purposes (ESP)

Presentation style: Talk (45 minutes)

Audience: Experienced

Session simulcast

Summary:

Many experienced business English teachers working in Higher Education might have been asked, or be thinking about enlarging their professional portfolio to start teaching content-based courses in English at Bachelors or Masters levels.

What are the pleasures and the pitfalls? Is it the same – only a bit different – or a completely new ball game? What kind of teaching aids or support can you access? How do you separate content and language elements for evaluation purposes? What qualifications do you need, and is the pay the same? Helen has been teaching content courses in English at German universities for the past 15 years and will share some of her experience with you, focusing on teaching International Business and Management as her subject area. She is looking forward to answering your questions and hearing about your experiences in this area.

Biographical information:

Professor Helen Bicknell works at the Hochschule Fresenius University of Applied Sciences, Germany. She has been a member of ELTAF and BESIG since 2000. In addition to business English, she teaches international & intercultural management, industrial relations, economics, corporate social responsibility, business ethics & gender and diversity management. In her free time, when she is not visiting or hosting her family clan, she plays tennis. She is not related to Roy Bicknell.

10.15 – 10.30 Room change and exhibition

10.30 – 11.15 Sessions H (45 min)

Session H1

Title: Performance-based training at the enterprise level

Speaker: Cleve Miller

Presentation type: Teaching tips for teachers of business English

Presentation style: Talk (45 minutes)

Audience: Mixed

Summary:

Performance-based training is not a new topic and many BE and ESP teachers use it instinctively, especially for individual classes. This session will present a framework for organizing a performance-based approach at the enterprise level, delivering value to the various stakeholders by aligning language training with our customers' business goals. Designed for school managers and freelance teachers, this overview will present the theory and practice of PBT and how it can help you win new clients, increase profitability for existing clients, and differentiate your business in your market. Participants will receive templates and other tools to help with enterprise needs assessment, program design, course delivery, and the ever-important topic of how to sell the program to HR and management.

Biographical information:

Cleve Miller is the founder of English360, an open web platform for blended language learning designed for private language schools, universities, and the corporate market. Winner of the 2010 David Riley Award for Innovation, English360 is used by thousands of educators worldwide, and major universities and corporate clients on every continent.

Cleve has over 20 years' experience in language training and consulting for schools and transnational firms. He has been named a "global expert" by the American Society of Training and Development for corporate needs assessment and program design, and has consulted with clients in over 30 countries.

Session H2

Title: Spice up your business English class with PechaKucha!

Speaker: Suzanne Vetter-M'Caw

Presentation type: Teaching tips for teachers of business English

Presentation style: Workshop (45 minutes)

Audience: Mixed

On behalf of: telc - language tests

Summary:

PechaKucha (20 PowerPoint slides, each lasting 20 seconds, automatically moving from one slide to the next) is not only a useful tool for presentation training, it also helps develop students' fluency and brings an element of fun into the lessons. In several variations it can be successfully used in the business English classroom to help students overcome shyness, practise small talk and feel more at ease in unprepared situations. In this workshop, I will present how we teachers can adapt PechaKucha to meet our teaching needs, varying the topics and presentation rules to suit the class. I will also talk about the successes and failures that I have experienced, report on student feedback to this tool and give the audience a hands-on experience by getting them to participate in a sample PechaKucha as if they were students in a business English class.

Biographical information:

Suzanne Vetter-M'Caw lives near Frankfurt in Germany. After working for an international company for many years, she became a freelance English trainer and examiner in 2004 and now specialises in business English, teaching regularly in companies and offering business workshops. Apart from being involved in many test development projects, Suzanne works as materials author and also mentors young authors for telc.

Session H3

Title: English for trade unions and works councils

Speaker: George Bayes

Presentation type: English for Specific Purposes (ESP)

Presentation style: Talk (45 minutes)

Audience: Mixed

On behalf of: York Associates

Summary:

The workshop will open with questions around union membership and will raise awareness of trade union roles within corporate structures. Typically, business English training looks at corporate (administrative, team leader, managers) and functional roles (HR, marketing etc.) and we don't often consider key players in keeping all this sticking together and running successfully: trade unionists and works council members.

We will look at language requirements; lexis, grammar reviews, professional communication skills; presentations, meeting and negotiations, political and union comparison between participant country and UK, and intercultural skills.

The talk will illustrate how such programmes can be implemented by highlighting a case study of a European Works Council Open group course held at York Associates.

The talk will conclude by considering the future political landscape both at the national and international levels. By attending this talk, participants will benefit from a greater understanding of the communication challenges faced by this group and learn strategies and approaches to successfully support them.

Biographical information:

George has worked in business English training for thirty years helping multi-cultural professionals on intensive language courses throughout Europe and worldwide.

His particular interest is in trade unions, works councils and technical training.

He is currently an associate trainer with York Associates.

Session H4

Title: One-to-one coaching in practice

Speaker: Helen Strong

Presentation type: Teaching tips for teachers of business English

Presentation style: Talk (45 minutes)

Audience: Mixed

Summary:

When does one-to-one teaching become one-to-one coaching?

Recently, I coached a manager of a large German company through his leadership of a global virtual team. In being invited to take part in my client's regular online meetings, I was fortunate enough to be able to experience first-hand some of the challenges he faced and was therefore better equipped to help him deal with them. Since the meetings were recorded, I was also able to collect and analyse a databank of language used by non-native speakers of English doing business in real time.

In this talk, I will share some of the techniques I used in coaching my client and also highlight some of the language and strategies used by L2 speakers in today's virtual workplace.

Biographical information:

Helen Strong is a Business Communication Skills Trainer and Teacher Trainer based in Germany. She has many years' training experience in both corporate and academic environments and she tutors on The Consultants-E blended Cert IBET course. Helen is an active member of learning communities such as IATEFL and IATEFL-BESIG and is currently Chair of MELTA (Munich English Language Teachers' Association).

Session H5

Title: The Adaptation Game: adapting print business English materials for digital contexts

Speaker: Claire Hart

Presentation type: New materials and innovative ways on how teachers can use them

Presentation style: Workshop (45 minutes)

Audience: Mixed

Summary:

‘Adapt or die.’ This maxim is taking on increasing relevance for today's ELT materials writers, who are increasingly expected to adapt existing print content for digital platforms rather than creating it themselves. In this session, I'll share what I've learned from the time I've spent playing the adaptation game.

Biographical information:

Claire Hart combines business English and general English teaching in the tertiary and corporate sectors with a variety of materials development projects. As a materials writer, Claire specialises in

creating content for online courses and digital ELT products, as well as being a coursebook, workbook and teacher's book author. She is based in Southern Germany.

Session H6

Title: Training inspiration - business models in the classroom

Speakers: Kate Baade and Nathan Wale

Presentation type: Teaching with framework materials

Presentation style: Workshop (45 minutes)

Audience: Mixed

Session simulcast

Summary:

Mindmaps, SWOTs, Eisenhower Model, Maslow's hierarchy, Johari window, cultural dimensions

The business world is full of useful models for solving problems and overcoming challenges.

Can these same tools be used in the business English classroom? Should they be?

When engaging with our learners, it is important to speak 'their language', the language of business.

Utilizing the same models and tools that they learn about and use at work helps to keep the training in context and encourages practice of their language skills in while using familiar structures.

So, what can we do with these models and how can they help to shape the training?

This interactive workshop looks at sharing the best of these tools and coming up with ways of integrating them into your training. At the end of the session, you will leave with concrete, creative, and engaging ideas to try out on your own learners.

Biographical information:

Both Kate and Nathan work as Program Managers for Target Training GmbH. We look after clients and teams of trainers in Baden-Württemberg and Bavaria. We've both been in business English training for a long time and are constantly looking for new ideas, experimenting with them in the training room. Nathan is also an experienced soft skills trainer and Kate is a published business English author.

Session H7

Title: Mindhacks for success in the training room and in business

Speaker: Akos Gerold

Presentation type: New trends in business

Presentation style: Workshop (45 minutes)

Audience: Mixed

Summary:

Mindhacks are tricks, tips and games for improving learning, memory, time management, creativity, productivity, communication and mental fitness. They can help all of us tap into the hidden potential of our minds and thus be more successful in a wide range of fields. These fields are important to our learners but also to us in the many different roles we take on both in and outside the training room.

This workshop will share mindhacks that can make language learning, negotiating, time management and many other aspects of our learners' and our own business and private lives easier. Come along and hack your learners' and your own minds for success!

Biographical information:

Akos Gerold is a university EFL instructor and a freelance business communication consultant based in Serbia. He holds a BA in English Language and Literature and an MA in English Philology and is interested in the practical applicability of everything he learns. Being a self-confessed CPD junkie, Akos is always on the lookout for new skills to add to his portfolio, especially in the fields of soft skills and, as of recently, in applied psychology. Akos is fluent in English, German, Hungarian and Serbian. He has worked with clients from the Balkans, Italy, Germany, Canada and Brazil.

11.15 – 11.45 Coffee break and exhibition

11.45 – 12.30 Sessions J (45 min)

Session J1

Title: Marketplace speaking technique

Speaker: Ioanna Ntaidou

Presentation type: Activities for the classroom

Presentation style: Workshop (45 minutes)

Audience: Mixed

Summary:

'Marketplace' is fun, practical and ready-to-use. A teacher can apply this outstanding speaking technique immediately, have positive impact on learners, get exquisite results and become a highly effective educator. In 'Marketplace' learners have to rotate and more or less half of the learners are going to 'sell' and the other half are going to 'buy'. I will present a couple of versions but I will also provide attendees with extra ideas of how to use it in different ways in class. The teacher can use this kinaesthetic activity to help students practice speaking and listening, collaborate, learn when and how to give and take turns, make proposals and recommendations, persuade others, be assertive, use their imagination and be creative. Appropriate for different level and ability groups.

Biographical information:

I have been an EFL and EFB teacher since 2003 and an English language assessment examiner since 2010. I have presented in nine conventions in different countries. I acquired the CETT and studied business administration, psychology, human resources management, marketing and advertisement, consulting psychology in education and children, becoming a teacher trainer, business English, methodology in teaching, TEFL/TESOL, Neuro Linguistic Programming. I am a master NLP practitioner specializing in education.

Session J2

Title: Don't stop! Driving learner participation and performance in meetings

Speaker: Jennie Wright

Presentation type: Activities for the classroom

Presentation style: Workshop (45 minutes)

Audience: Mixed

On behalf of: Target Training GmbH

Summary:

Watching and listening to your business English learners participate in a genuine English meeting can be an eye opening (and occasionally) agonising experience for some teachers. Awkward silences, lengthy response times, confusion or lack of understanding can be a real challenge for both learners and trainers to overcome. To tackle this, I developed and implemented a learner-centred project with the clear goal of helping my learners recognise why they are having problems and enabling them to develop solutions to maximise their English participation.

In this workshop I will share the approach and the positive results my learners have seen. We will carry out the tasks from the project together, you'll get time-saving hand-outs and instructions, and you'll leave equipped to run this project with your learners successfully. This project is ideal for anyone with business English learners who have issues contributing effectively and actively in English at work.

Biographical information:

Jennie Wright is a teacher, blogger and ELT author. She currently works with Target Training as an InCorporate Trainer®™. With 15 years of experience, her blog <http://teflhelperblog.wordpress.com/> features professional development resources for teachers. She co-authored *Experimental Practice in ELT: Walk on the wild side* which is published by www.the-round.com.

Session J3

Title: Using video to develop oral presentation skills using mobile devices

Speaker: Kat Robb

Presentation type: Teaching with technology and media

Presentation style: Workshop (45 minutes)

Audience: Mixed

On behalf of: Oxford Tefl Barcelona

Summary:

Whether it be an elevator pitch or a meeting, the saying goes that you never get a second chance to make a first impression. The nature of business today highlights the importance of networking, and making a lasting impression when presenting ourselves and defining company activities.

In this talk I present strategies for developing oral and presentation skills using video to scaffold the learning process. I discuss the use of video specifically using mobile devices, and the importance of self-reflection. I also demonstrate how I have implemented this myself in a business context.

Biographical information:

Kat is a teacher and teacher trainer at Oxford Tefl Barcelona. She started to engage with technology for learning as a distance learner on the Trinity DipTESOL. She is constantly exploring ways to exploit technology for teaching and learning, and is currently studying an MA in Ed Tech and TESOL.

Session J4

Title: Storytelling techniques for language teachers

Speaker: Jamie Keddie

Presentation type: Teaching tips for teachers of business English

Presentation style: Workshop (45 minutes)

Audience: Mixed

Session simulcast

Summary:

In this workshop, I would like to share a number of teacher-led storytelling activities and devices which are fundamental to language teachers of all types. By working with stories which can be used in a business English context, I would like to demonstrate the following:

- * That teacher-led storytelling can be a great way to structure a whole-group discussion.
- * That by developing our storytelling skills, we may develop as teachers in other ways.
- * That preparation and reflection can be key to successful storytelling.

Biographical information:

Jamie Keddie is a teacher trainer, storyteller, writer and international conference presenter. His areas of interest include the use of video, video cameras and storytelling in the classroom. Jamie is the founder of lessonstream.org, a resource site for English teachers. He is also the author of *Images* (OUP 2009), *Bringing online video into the classroom* (OUP 2014) and *Videotelling* (2015).

Session J5

Title: Developing graphical literacy in L2

Speaker: Svetlana Petrovskaya

Presentation type: Exam preparation
Presentation style: Workshop (45 minutes)
Audience: Mixed

Summary:

The workshop will focus on academic writing skills of university students who experience a number of difficulties when preparing for IELTS Academic Writing Task 1. With reference to research publications and personal teaching experience the presenter will offer strategies that can ensure development of essential graphical literacy skills on the basis of critical thinking skills. The participants of the workshop will discuss the stages in processing and integrating the graphic information and non-graphic test instructions using relevant practice materials. During the session there will be an opportunity to exchange opinions and expertise on which writing competence developing activities can better benefit students and cater for meeting the academic language requirements and marking criteria of the IELTS Writing Paper. The presenter will also suggest recommendations for students' self-study activities.

Biographical information:

As an English language teacher I worked at a state school, a pedagogical university and private language schools. For the past 15 years I am with Foreign Languages Department at Plekhanov Russian University of Economics in Moscow, Russia. I have been teaching general and business English at bachelor and master degree programs and have been involved in design and delivery of 'Academic writing', 'IELTS preparation' and 'Cross-cultural communication' courses.

Session J6

Title: Benefits, challenges and suggested solutions for teaching BE online
Speaker: Joanna Malefaki
Presentation type: Teaching with technology and media
Presentation style: Talk (45 minutes)
Audience: Mixed

Summary:

This talk will provide a brief overview of teaching business English online with no face-to-face interaction apart from the webcam, whilst highlighting the benefits and challenges of teaching BE this way. I will begin with information about how to start off as an online BE trainer. After that, I will provide a step by step guide on how to deliver online business English lessons and the focus of this talk will be the benefits and mainly the challenges of teaching BE students online instead of face-to-face. For example, why/when should someone teach online? How can a trainer deal with passiveness or technology problems? What are learner contracts and are they necessary? Where can a trainer find material? Solutions to the challenges will also be offered. This talk will conclude with suggestions for websites that can be used to find material for online business English session.

Biographical information:

Joanna Malefaki has almost 18 years of teaching experience in various contexts. She has been teaching business English online for some years now. She also teaches exam classes in her hometown, and has taught pre-sessional EAP at various universities in the UK since 2011. She holds a M.Ed in Tesol and the Delta. She really enjoys blogging about GE and ESP (www.myltrambles.wordpress.com) and is quite active on Twitter: @joannacre.

Session J7

Title: Cooking for the ESP class
Speaker: Simona Petrescu
Presentation type: English for Specific Purposes (ESP)
Presentation style: Talk (45 minutes)

Audience: Mixed

Summary:

What do cooking and teaching ESP have in common? My syllabus and lesson design concept that my talk will outline resembles cooking in at least two key ways. First, both are modelled on a process. One doesn't usually bake the cake before kneading the dough. Second, both are outcome oriented. We don't really add basil to the apple cake just because we happen to like basil, or because it's good for the health; we take care to mix just those ingredients that will result in the product we want. I will demonstrate my task-based, process-modelled design concept with a lesson of English for Human Resources from a course book that I have recently published. The participants will take away an algorithm for generating lessons and syllabuses for ESP courses that is easy to use and to replicate.

Biographical information:

With eighteen years of Business English teaching experience, Simona Petrescu is a keen materials writer for professional communication. Her HR course material won the 2011 ELTONS-Macmillan Award for Innovative Writing and is now available to purchase as an (e)-book on Amazon. Simona has an MA in Applied Linguistics (University of Bucharest) and a TESOL MA with Lancaster University. She blogs at <http://simona-petrescu.name>.

12.30 – 12.45 Room change and exhibition

12.45 – 13.30 Sessions K (45 min)

Session K1

Title: Real-plays: Team player and project management activities for your trainees

Speaker: Nathan Arthur

Presentation type: Activities for the classroom

Presentation style: Workshop (45 minutes)

Audience: Mixed

Summary:

Pre-work learners are not only in dire need of greater learner independence, but lack group project management experience that can help diminish the cultural shock experienced during their first months in an office environment. A shift from teacher as knowledge-provider to teacher as facilitator is therefore called for.

Collaborative construction activities can play an important role in the teaching of project management and team-building skills both in the workplace and in the language classroom. Whether it is erecting a tower out of sugar cubes to demonstrate different leadership styles or forming a structure with spaghetti to illustrate the leveraging of group synergy, these activities help the trainee to develop lasting workplace skills.

This talk uses the principles of project management to provide participants with practical insight and activities that promote autonomy from the outset thus setting the scene for a successful transition from learner to co-worker in any professional environment.

Biographical information:

Nathan Arthur is a debate coach and ESL teacher at Télécom ParisTech, France. With a business degree, he worked as a headhunter in London and as a project manager at an advertising agency in Paris before becoming a freelance trainer specialising in management and intercultural skills. He has written several intercultural awareness course book manuals and currently uses his business background to train engineering students and researchers in Paris.

Session K2

Title: The resilient BE trainer
Speaker: Maribel Ortega
Presentation type: Research
Presentation style: Workshop (45 minutes)
Audience: Mixed

Summary:

Emotional resilience is our ability to adapt and bounce back when things don't go as planned. Resilient people don't wallow or dwell on failures; they acknowledge the situation, learn from their mistakes, and then move forward. How we view adversity and stress strongly affects how we succeed, and this is one of the most important reasons that having a resilient mindset is so valuable, especially working as a freelancer. In this workshop, we'll examine resilience: what it is, why we need it, and how to develop it; so that we have the strength and fortitude to overcome adversity, and to keep on moving forward towards our dreams and our goals.

Biographical information:

Maribel Ortega is based in Munich where she works as a freelance in-company trainer and at the Ludwig Maximilian University. She is the Vice-Chair and Newsletter Coordinator of the Munich English Language Teachers Association (MELTA). This year she joined the BESIG Online Team.

Session K3

Title: Return on Investment – designing a business English reader
Speakers: Sanja Marinov and Gorana Duplančić Rogošić
Presentation type: New materials and innovative ways on how teachers can use them
Presentation style: Workshop (45 minutes)
Audience: Mixed

Summary:

The purpose of this talk is to inform the business English teaching community about a business English reader created by the Department of Foreign Languages at the Faculty of Economics, University of Split.

The reader is the result of a constructivist approach to ELT with 2nd year students of Economics who chose Business English 4 as an elective course. The course focused on four areas of interest: Start-ups, Knowledge Economy, Living in ..., Technology of Business. Students were then directed to study their topics using the current articles posted by BBC news and BBC travel. Each student was responsible for presenting one article to the group both in terms of content presentation and in terms of language awareness. The reader is at the moment of writing undergoing the reviewing process.

Biographical information:

Sanja Marinov is a Senior Lecturer at the Faculty of Economics, University of Split, Croatia. Her areas of interest include teaching ESP in tourism, using corpora in ELT, course material development. In her free time, she likes to go hiking.

Gorana Duplančić Rogošić is a Senior Lecturer at the Faculty of Economics, University of Split, Croatia. Her areas of interest include teaching business English and ESP, course material development, lexicology, lexicography, corpus analysis.

Session K4

Title: How active workers want to communicate in business environments: Spanish companies.
Speaker: Lourdes Pomposo
Presentation type: In-company courses
Presentation style: Talk (45 minutes)

Audience: Experienced

Summary:

English is intrinsic in professional communication all around the world, and that is the main reason why teachers and language schools are centred in business English teaching. But what are the exact needs of company workers? There are many companies in Spain that are not satisfied with the level of spoken English of their employees even after the training process. In fact, this country is one of the worst rated in having the knowledge of English communicative skills (EF EPI report 2012).

The study presented here is the result of a research carried out among workers of different business sectors in Spain to discover what they really needed in order to have an effective communication in English in their own business environment. The information was obtained with three different resources: interviews to heads of Human Resources departments, questionnaires to active workers and oral tests to these same workers. As a result, we had the chance to discover real linguistic and pragmatic needs as perceived from different perspectives. In fact, this perception gives us the information about what our students need and what we should teach them.

Biographical information:

Lourdes Pomposo graduated in English Philology in 1986, and has been teaching English since then. She has just obtained her PhD in business English and has obtained certificates from the University of Cambridge and the University of Oxford examination boards, as well as the Chamber of Commerce of London. Her teaching career has involved teaching in schools, universities and in-companies. She has also been head of department and has run her own company dedicated to teach English in companies. She is now teaching English for Specific Purposes in UNED (University of Distance Education), she is a teacher trainer and is an examiner of BULATS by Universidad de Salamanca. In addition, she has also given teaching conferences, written articles related to business English that have been published in educational journals, and been a coordinator to Madrid-based teachers.

Session K5

Title: ESP/EAP for marketable skills /threats and opportunities/

Speakers: Dr Monika Hrebackova and Dr Anna Gajdošová

Presentation type: English for Specific Purposes (ESP)

Presentation style: Talk (45 minutes)

Audience: Mixed

Limited number of audience

Summary:

This presentation will look at the language competences and skills needed in two types of international environment: business and academic. We will consider to what extent the skills requirements laid out for academics and business professionals are identical as well as different. We will briefly overview some aspects of conventional language teaching and discuss some new elements which indicate potentially relevant ways that ESP/EAP trainers may develop educationally. Examples of three ESP/EAP language projects piloted at Czech Technical University in Prague will demonstrate which recently tested language skills are directly applicable and marketable in terms of business and academic professional environment. We will conclude by summarizing/assessing some threats and opportunities that may arise when dealing with specific needs of potential employers.

Biographical information:

Monika Hrebackova is the Director of Language Study JASPEX at Czech Technical University in Prague. She teaches ESP/EAP and Intercultural Communication and leads national and international projects. She is the co-author of *In Class Language Assessment Strategies* and *the Process of Certification* and *Games and Activities in ESL Teacher Training*.

Anna Gajdošová of the Czech Technical University has had 25 year experience of teaching general English as well as ESP/EAP to university students and corporate clients, currently she is in charge of

designing courses for MA students. She is the co-author of *Concept Note* and other ESP/EAP study materials.

Session K6

Title: One-to-one language training and coaching

Speaker: Andrzej Stęsik

Presentation type: Teaching tips for teachers of business English

Presentation style: Talk (45 minutes)

Audience: Mixed

Session simulcast

Summary:

In the context of business English one-to-one training is very frequent. How should we approach this mode of training? What are the do's and don'ts? How can we make our training more effective? In my talk I will try to demonstrate that we can bring our one-to-one training to a higher level – that of language coaching.

Biographical information:

Andrzej Stęsik has been involved in ELT for over 25 years as a teacher, trainer, consultant and manager. He is a member of the IATEFL BESIG Committee. Together with his wife, Ania, he runs a professional training centre INTERSECTION in Poznań, Poland.

Session K7

Title: Have I Got News for You!

Speaker: Andy Cowle

Presentation type: New materials and innovative ways on how teachers can use them

Presentation style: Talk (45 minutes)

Audience: Mixed

On behalf of: NEWSMART

Summary:

The use of mobile devices is an established lifestyle habit. So how can we take advantage of this to extend work done in the classroom, and engage the learner in meaningful, practical content for homework and self-study?

It is a rare student who does not read the news, especially when it comes to his or her area of study. It is crucial, therefore, that we include news alongside existing course materials. It's relevant, it's authentic, it's up to date, it's informative, it contextualises vocabulary and grammar, and it reinforces that vital link between language learning and the real world.

This session considers these issues and presents an exciting solution through original, daily articles from the Wall Street Journal, made learner-friendly and interactive through a digital application called *News mart*, which won the David Riley Award at BESIG last year.

Biographical information:

Andy has worked in ELT for 30 years. He has worked globally in all areas of materials development, marketing and training with many ELT publishers. Known for his light-hearted, enthusiastic and practical presentations, Andy encourages the creative use of authentic materials and ways to connect learning with the real world.

13.30 – 14.15 End of conference gathering, raffle