

2014 IATEFL BESIG Bonn Conference Schedule

Friday, 14 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: The flipped classroom: heads or tails it's still homework

Speaker: Carl Dowse

Summary:

In recent years, the 'flipped classroom' paradigm has gained increasing traction in schools and in higher education. And its basic idea of freeing up time to do more practical work in the classroom is undoubtedly very appealing.

However, for language teachers, the concept may not actually represent such a radical departure from established models of teaching. After all, setting grammar study for homework, for example, to win more time in the classroom for communicative tasks is common practice. A more pressing issue is just how do we encourage our learners to work on their English between lessons? One answer may lie in the user-friendly technologies that make the flipped classroom possible. But does technology provide all the answers?

In this two part pre-conference seminar, you will first explore ways web and mobile technologies can facilitate self-study. After this workshop, Carl Dowse is joined for a panel discussion by

- Cornelia Kreis-Meyer
- Marjorie Rosenberg
- Rob Szabó

who will share their ideas and answer your questions on how to handle the thorny problem of homework.

Biographical information:

Carl Dowse is a university lecturer of English for work-related purposes and has taught in higher education and with corporate clients in Italy, Germany and the UK. He moderates an online Cert IBET teacher development course and has a keen interest in materials development and the use of technology in language teaching. He blogs here: <http://www.biz-e-training.com/blog/>.

Cornelia Kreis-Meyer has been working as a business English trainer in Germany for over 15 years. She teaches business English at the Baden-Wuerttemberg Cooperative State University (DHBW) and trains corporate clients in the automotive, engineering and financial sector. Cornelia is Advisor at ISD GmbH Business Communication based in Stuttgart, Germany. Currently, she is the IATEFL joint events coordinator.

Marjorie Rosenberg teaches English at the University of Graz, trains teachers and works with corporate clients. She has published business English and methodology books with Cambridge University Press, Pearson, Cengage and Delta Publishing and writes regularly for Professional English Online, the CUP website. She is currently the IATEFL BESIG coordinator and on the Membership Committee of IATEFL.

Rob Szabó specialises in facilitating clear and effective communication between individuals, departments and companies. He works as a business English trainer in Düsseldorf, Germany, for

Marcus Evans Linguarama. His interests include sociolinguistics, job mobility and intercultural communication.

16.30 – 18.00 Seminar 2

Title: Adaptive learning and language teaching: a love-hate relationship

Speaker: Ania Kolbuszewska

Summary:

Adaptive learning is one of the buzz words in education these days, and a subject of an ongoing debate among educators: like all topics which involve core beliefs regarding education in general and effective teaching, it attracts as many enthusiasts as it does fierce critics.

Enthusiasts claim that AL systems can ultimately improve the level of and access to education worldwide. Critics warn of the danger of AL becoming a powerful vehicle for cost-cutting in education through e.g. increasing class sizes. As AL relies heavily on big data, concerns with regard to the (mis-)use and protection of personal data are raised.

In ELT, AL has received an equally mixed welcome. In fact, it has generated one of the more heated debates in recent years. In part, the debate within the ELT world mirrors the education-wide discussion of the benefits and dangers of AL systems. The one major concern specific to language teaching and learning centres around the issue of whether such systems are appropriate for teaching / learning languages in the first place.

In this seminar we will explore how the use of big data is changing our lives. We will also examine how far AL has already modified the ELT landscape, and why it is as much loved by some, as it is hated by others.

Biographical information:

Ania Kolbuszewska has been working in ELT for over 25 years as a language coach, trainer, manager and consultant. She has worked as a CELTA and DELTA trainer and has done training for Bell, International House, Pilgrims and many other language providers. A former Equals Board member and Director of Equals Accreditation and Consultancy Services, she now continues to work as an inspector for this international quality assurance organisation. She is the author of the "Equals Self-help Guide to Teacher Development" and co-author of Equals management competency framework. Ania's involvement in IATEFL goes back over 20 years – she is a founder member of IATEFL Poland and is the IATEFL Poland Regional Representative in Poznań.

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

Saturday

8.00 Registration opens

09.00 – 10.30 Opening announcements and plenary

Plenary Session

Title: Are you talking business?

Speaker : Jeanne McCarten

Summary:

The importance of lexical chunks is widely recognised and corpora enable us to investigate their frequency and use in different genres and contexts. In this talk, we look at chunks of varying length and type in a spoken business corpus which includes planning and problem-solving meetings, buying and selling, negotiating, etc, and consider how they are different from chunks in written business language. We discuss some of the functions these chunks enable speakers to perform and what chunks can tell us about the grammar of spoken business English. Finally, we address implications for the teaching of business English.

Biographical information:

Jeanne McCarten taught English in Sweden, France, Malaysia and the UK before becoming a publisher. She has many years of experience publishing ELT materials, specialising in grammar and vocabulary. She was also closely involved in the development of the spoken English sections of the Cambridge International Corpus. Currently a freelance ELT writer, her main interests lie in applying insights from corpus research to language teaching. She is co-author of the corpus informed materials Touchstone, Viewpoint, and Grammar for Business, published by Cambridge University Press.

Sponsored by: Cambridge University Press

10.30 – 11.00 Coffee break

11.00 – 12.30 Sessions A (90 min)

Session A1

Title: Materials Writing: Developing your Skills

Speaker: John Hughes

Presentation type: Teaching tips for teachers of Business English

Presentation style: Workshop (90 minutes)

Audience: mixed

On behalf of: Oxford University Press

Summary:

Materials writing is a skill which most Business English teachers need in their daily working lives. Surprisingly, it is an area which is rarely looked at in any kind of depth on training courses. Instead, teachers are left to write supplementary materials without prior warning of the pitfalls. In addition, they receive little or no input on how to write materials for use by other teachers.

In this workshop, I'll share a variety of techniques I use on my materials writing courses for teachers to help develop their skills. The session will be highly practical with participants trying out a range of activities which focus on developing, writing and fine-tuning materials. It will be of interest to anyone involved in materials writing; from the teacher writing supplementary materials to use in their own lessons to the writer creating a course book for publication.

Biographical information:

John Hughes is a teacher trainer and course book author. With over thirty published titles, his Business English materials include the series 'Business Result' and the video courses 'Successful Meetings' and 'Successful Presentations' (published by Oxford). He is also a part-time lecturer on a course in Writing ELT materials at Oxford University. His blog www.eltmaterialswriter.com provides tips, ideas and comment on materials development.

Session A2

Title: Business English and the Real World: Gender, Power, Hierarchy

Speakers: Rudi Camerer and Judith Mader

Presentation type: Cross-cultural awareness

Presentation style: Workshop (90 minutes)

Audience: experienced

On behalf of: elc - European Language Competence

Summary:

Some aspects which may seriously affect the success of practical international communication have rarely been addressed in Business English courses in the past, among them questions relating to GENDER in international/intercultural encounters. In view of the growing number of intercultural partnerships, both organisational and personal, this seems particularly relevant. What do we need to know, what do we need to prepare for, and what should we be able to say and do in intercultural encounters affected by diverse culture-based gender-roles?

Similarly, HIERARCHY, POWER and differences in power may have important effects on the success of international/intercultural encounters. This is, again, an aspect which has been largely neglected so far. How can power be expressed in different cultures? What do learners need to be able to recognise, to say and to do?

We will present research findings and suggest ways of dealing with these in teaching and training contexts.

Biographical information:

Judith Mader has worked in many areas of English Language Teaching. She is Head of Languages at the Frankfurt School of Finance and Management, and Advisor at elc-European Language Competence, Frankfurt & Saarbrücken. She has published widely and, with Rudi Camerer, co-authored Intercultural Competence in Business English (Cornelsen 2012).

Rudi Camerer has worked in adult education and language testing for many years and is, at present, Director of a language and intercultural consultancy, elc-European Language Competence, Frankfurt & Saarbrücken. He is the author of a number of publications on the teaching and testing of intercultural competence.

Session A3

Title: Scaffolding spoken communication and business skills at B2 and C1 using Basis for Business

Speaker: Anne Hodgson

Presentation type: Using course books

Presentation style: Workshop (90 minutes)

Audience: mixed

On behalf of: Cornelsen Schulverlage GmbH

Summary:

The higher their general language level, the more our learners will be expected to handle typical business conversations skilfully and appropriately:

simplify complex information

adjust a pitch to the customer

give sensitive feedback

manage a conference call

How can we scaffold production at B2 and C1 to help learners prepare to be 100% spontaneous in English in these and other situations? This talk will walk participants through the approach taken in the Basis for Business series, and provide them with ideas to apply and spin the model off to suit their learners' needs.

Biographical information:

Anne Hodgson has been teaching in a wide range of settings since 1998. Her general focus has been on using the learner as a resource, so she found co-authoring Basis for Business C1 a particularly interesting project. She supports teacher development as a member of the ELTABB board and IATEFL BESIG. <http://about.me/annehodg>

Session A4

Title: Legal English: Devising appropriate content for teaching German professionals

Speaker: Patrick Mustu

Presentation type: English for Specific Purposes (ESP)

Presentation style: Workshop (90 minutes)

Audience: mixed

Summary:

Considering the inadequacy of course books in this field, we will explore opportunities to develop appropriate materials. We will first identify the specifics of the German market and then apply them to the development of relevant topics and scenarios. We will also look at a variety of free online resources specifically designed for Germany.

Biographical information:

Patrick is a lawyer, language trainer and translator based in Düsseldorf, Germany. He studied law in Germany and South Africa, worked for Amnesty International in London and the United Nations in New York. He specializes in legal and financial English, and has extensive experience in providing language training to law and accounting firms. In the past, he also held several teaching posts at a number of universities, including the Euro Business College and the FOM University of Applied Sciences. Patrick writes for Germany's leading magazine for paralegals, and he is the author of "English for Tax Professionals" (Cornelsen 2012).

Session A5

Title: The Gift that Keeps on Giving

Teaching international cultures

Speaker: Barry Tomalin

Presentation type: Methodology

Presentation style: Workshop (90 minutes)

Audience: mixed

Summary:

English is a lifestyle and so is culture. If you are working internationally it is all about building relationships, both through your use of English and your behaviour. This session demonstrates exercises you can use in the training room to understand international etiquette, dress code, gift-giving and hospitality. Expect some highly involving interactive activities, semiotics, Saussure and Barthes and some hilarious instances of etiquette disasters. Learn how a gift to the liberator of Mali landed up as Sunday lunch and how a gift of dragons ended up eating the White House family pet! Most important, discover how to turn stories like these into practical language exercises and teach your students what not to do and what not to say.

Biographical information:

Barry is a well-known public speaker, trainer and writer, specialising in international communication and culture. He lectures at the London Academy of Diplomacy and is director of the BCTC (Business Cultural Trainers Certificate) IH certified training course for teachers. He is also the author of Key Business Skills (Collins ELT), World Business Cultures-a handbook (Thorogood 3rd edition), 'Cross-Cultural Communication- Theory and Practice (Palgrave Macmillan) and Deputy Editor of 'Diplomacy, Business and Development', the journal of the London Academy of Diplomacy. Barry is a regular and popular presenter at BESIG and IATEFL conferences.

Session A6

Title: Ten practical activities for business English classes

Speaker: Helen Strong

Presentation type: Activities for the classroom

Presentation style: Workshop (90 minutes)

Audience: mixed

Summary:

In this workshop, I will share with you 10 practical, useful and relatively easy-to-prepare activities that you can immediately use with your business English students. The activities are suitable for both one-to-one and group courses, for pre- and in-service learners and for a range of levels.

The activities practise the four skills of listening, speaking, reading and writing, the business skills of presenting, negotiating, socialising and summarising and the language development skills of building vocabulary and reinforcing structures.

Workshop participants will have the opportunity to discuss the effectiveness of the activities and can also share their own favourite activities if they wish.

Biographical information:

Helen Strong is a Business Communication Skills trainer and teacher-trainer based in Ingolstadt, Germany since 1999. She has many years experience in corporate and academic environments, has blogged and written for Business Spotlight and is an active member of learning communities such as IATEFL and IATEFL-BESIG. She is currently Chair of MELTA (Munich English Language Teachers' Association). For more information see www.helenstrong.de.

Session A7

Title: The Coaching Approach in Business English

Speaker: Liz Jolliffe

Presentation type: New trends in business

Presentation style: Workshop (90 minutes)

Audience: mixed

Summary:

What is coaching? And what does it have to do with Training Business English? Liz Jolliffe, ELTAF Chair and an experienced Business English trainer and coach, will show you in this workshop how you can make your training more effective using coaching techniques. Liz explains what coaching is and how you and your students can reach your goals (language or otherwise) effectively using self-reflection methods. Coaching methods can be used in many areas of language training, e.g. student testing, getting rid of fear or analysing different areas of your students' lives (job, time management, happiness etc.). Liz also discusses how coaching can help you as a trainer to be more effective and deal with different situations in class, such as difficult students. She also goes into the power of self-coaching and will give you the opportunity to practice coaching methods you can use without too much difficulty in class.

Biographical information:

Liz Jolliffe, Chair of ELTAF, was born in England and has lived near Frankfurt for 35 years. She has been training Business English for 14 years in companies and also in her cosy kitchen, “Kitchen Coaching“ over a hot cuppa. She trained as a coach five years ago in order to focus more on her students’ needs. She also specializes in presentations and job coaching. See <http://www.jolliffe.de>.

Session A8

Title: Feedback dos and don’ts - Learn to give feedback effectively and receive it gracefully

Speaker: Patricia de Griese

Presentation type: Teaching tips for teachers of Business English

Presentation style: Workshop (90 minutes)

Audience: mixed

Session simulcast

Summary:

Let’s be honest, the words: “I’d like to give you some feedback.” are not the most welcome in the world. We’ve all been there. Someone may have given us feedback that felt like a slap in the face or we may have offered what we thought was “constructive criticism” and what we got in return was a look of pain, speechlessness or self-defensiveness...

Unfortunately, this may put us off asking for and/or giving necessary feedback. When appropriate and given correctly, feedback can be some of the most valuable information we can receive.

You will learn:

Why feedback is so important and how to give feedback effectively.

We will explore:

When are people most receptive? What are our perceptual filters?

What do we need to do to engage in an open dialog?

What are the tools and language which support effective feedback?

Biographical information:

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. 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 lunch break starts

12.45 – 13.30 Sessions B (45 min) *

***you can go to session B or have lunch**

Session B1

Title: Teaching English for Special Purposes: Providing a professional context through video

Speaker: Philip Gienandt

Presentation type: English for Specific Purposes (ESP)

Presentation style: Workshop (45 minutes)

Audience: mixed

On behalf of: Cengage Learning and LinguaTV

Summary:

English for Special Purposes (ESP) courses should feature a) authentic material, b) purpose-related orientation, and c) self-direction (Carter, 1983). In this respect, teachers and students of ESP can benefit from the power of video. Videos can provide a much needed context in language preparation for employment in specific industries or departments. During this talk we will present the specific benefits of using videos in ESP teaching and will show some specific examples for teaching English in professions such as Tourism and Hospitality, Fashion, Health Care, Automotive and Technical English. This talk will introduce some important guidelines and valuable tips on how to use video in teaching ESP and how to support ESP students.

Biographical information:

Philip Gienandt is co-founder and CEO 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 provides online and mobile video lectures and interactive elearning content for learning and teaching languages. LinguaTV was nominated by The British Council for the ELTons International Award for Innovation 2011, was awarded with the European Comenius EduMedia Seal 2010 and received the World Summit Award 2009 for the world's best eContent in the category "elearning and education".

Session B2

Title: Qualifications for the Business English Teacher

Speaker: Emma Sue Prince

Presentation type: Exam preparation

Presentation style: Talk (45 minutes)

Audience: mixed

On behalf of: Pearson LCCI

Summary:

Many teachers work in companies and institutions preparing candidates for the London Chamber of Commerce and Industry Examinations and haven't necessarily got a business background.

This talk will focus on building confidence within this context and introduce teachers to two routes to help cement that confidence: The First Certificate in Teaching Business English (FTBE) and the Diploma in Teaching Business English (DTBE).

Emma Sue, who is Chief Examiner for the FTBE and runs a global consultancy specializing in supporting teacher and trainers working with employability skills, will provide some practical tips and discuss how preparing for these two examinations will support teachers in their professional development.

Biographical information:

Emma Sue Prince has worked extensively in teacher training and in business English qualifications. She helped to design and develop the FTBE and has designed several other qualifications for trainers to postgraduate level. She currently consults governments on how to support teachers and trainers delivering employability skills and has recently published her first book *The Advantage – the 7 soft skills you need to get ahead*.

Session B3

Title: Virtual teams and virtual meetings: Investigating the conventional wisdom that face-to-face communication is better

Speaker: Bob Dignen

Presentation type: New trends in business

Presentation style: Talk (45 minutes)

Audience: experienced

On behalf of: Delta Publishing

Summary:

This year I supervised a student paper written within an MPM (Master of Project Management) programme delivered at the University of Reykjavik. The purpose of the paper was to investigate the nature and impact of virtual working and communication in distributed (project) teams. Conventional wisdom is that virtuality constitutes a liability both in terms of working relations and projects deliverables. The paper sought to understand both at a general level to what extent virtuality presents risks and opportunities for those in distributed teams, and also the more specific aspect of virtuality in meeting communications, and investigated how far virtual meetings can be an effective substitute for face-to-face meetings.

I will present the research findings which represents a fascinating review of the literature on virtual communication in distributed teams, and discuss implications for Business English trainers supporting clients in these contexts.

Biographical information:

Bob Dignen is a director of York Associates, and author, trainer and coach in the field of international business communication.

Last year titles in the International Management English series which he co-authored with his York Associates colleagues won the David Riley Award for innovation.

Session B4

Title: Why students like us – researching affinity-seeking measures in the classroom

Speaker: Dr Tim Cornwall

Presentation type: Research

Presentation style: Workshop (45 minutes)

Audience: mixed

Summary:

Ranging from smiling to walking around the room, from calling students by name to offering praise, the 30 questions open the door to teaching behaviors that may or may not travel across cultures.

The purpose of this research paper is to discuss the survey instrument, but more importantly, to describe the current project and to look for collaboration from interested researchers in efforts to encourage students worldwide to take the survey.

Open to help from all interested teachers or researchers, it is expected the efforts needed to encourage students to take the survey and the quantitative data itself will lead to new insights into cross-cultural teaching and e-research that could help to improve the efficacy of those teaching in cultures other than their own.

Biographical information:

From teaching engineers in clean rooms to doctors in hospital lounges, from large classes of new recruits to one-on-one with senior executives, from freshmen students to retirees, from EAP classes with 24 to lectures filled with 220+ students, Dr Tim Cornwall, Sasin Graduate Institute of Business Administration of Chulalongkorn University, has been active in EFL and, in particular, ESP in Tokyo, Klagenfurt and Bangkok, for over 30 years.

Session B5

Title: Developing Business English Materials for Japanese Undergraduate Students

Speaker: Dr Sabrina Gerland

Presentation type: Cross-cultural awareness

Presentation style: Workshop (45 minutes)

Audience: mixed

Session simulcast

Summary:

Last year I decided to take on a job at a private Japanese university. It has been an amazing year learning to deal with a completely different kind of student. I found teaching Business English to our 3rd year students difficult to say the least. Besides the language and cultural challenges, the materials that were being used posed an even greater hindrance. There is nothing wrong with these materials, all well-known books at BESIG. While these materials are excellent, they are targeted at European learners of English. As a result, our department has decided to create our own materials. The aim of this presentation is to share these experiences with BESIG members and conference attendees. I will talk about Japanese university students and their special needs. And I will present some of the materials we have developed at Nagoya University of Commerce and Business to meet these needs.

Biographical information:

Sabrina was born in California, and resided in southwest Germany for over 30 years. She has been a Besig Member since 2000. Presently Sabrina is living in Japan and working at Nagoya University of Commerce and Business as assistant professor. She teaches business English, communication skills, intercultural communication and World Englishes.

Session B6

Title: Are you really making the most of client material?

Speakers: Kate Baade and Nathan Wale

Presentation type: Methodology

Presentation style: Workshop (45 minutes)

Audience: mixed

Summary:

Most of us have had participants bring emails, presentation slides, documents etc. to class and ask us to have a look at them. We even encourage this as it feels as though we're really helping them in their work. But are we? Are we actually helping them improve their English or are we just correcting and editing? What do we need to know or do in order for this to be truly effective? Are we working what we see in these documents into our training structure? These are just some of the issues we will be looking at in this workshop. Having shared your ideas, you will come away with two tools to help you approach working effectively and systematically with client material.

Biographical information:

Kate Baade and Nathan Wale are Program Managers at Target Training GmbH and are responsible for developing the teams of embedded trainers they work with. Nathan also does a lot of soft skills seminars training in Benelux and Kate is a published Business English author who enjoys developing new training materials and products.

Session B7

Title: 'Business conference simulation: pitching a product for the global market.'

Speaker: Andrew Preshous

Presentation type: Teaching tips for teachers of Business English

Presentation style: Talk (45 minutes)

Audience: mixed

Summary:

Research into the effectiveness of business simulations for pre-experience Business English students is relatively scarce yet preparing learners for the professional world by offering such activities is a vital area of focus. In his study of task design for workplace communication, Evans (2013: 281) identified 'the need for a simulation-based approach' and this project is influenced by such an approach. The objective was to run a mini-conference relating to Global Business to give International Business students some experience of a simulated 'real-world' scenario. This 'event' would take participants out of the 'theory-based' classroom into a variety of semi-authentic, professional situations culminating in a practical task of pitching a product for the global market.

This presentation will describe the skills and language practice offered by this tailor-made context and the valuable opportunities to enhance intercultural communication. The issues involved in setting up this type of simulation activity will also be discussed.

Biographical information:

Andrew Preshous has taught English in Greece, Poland, Hong Kong and Malaysia. He is a senior lecturer in Academic English at Coventry University and specialises in EAP and Business English. His research interests are materials design and vocabulary. He is a teacher trainer and co-author of *IELTS Foundation* (Macmillan, 2004).

Session B8

Title: Saying what you mean and meaning what you say

Speaker: Nick Munby

Presentation type: Teaching tips for teachers of Business English

Presentation style: Talk (45 minutes)

Audience: mixed

Summary:

Effective business interactions require command of the wide range of resources that language provides to signal the speaker's degree of certainty of the truth of what they're saying, the extent of their commitment to what they're saying, and whether their belief is based on first-hand experience, reported experience or hearsay. Languages deploy different tactics to send these signals so it's useful for higher level students to notice the similarities and differences between their L1 and English. In this talk I shall explore how the range of evidentials available in English – lexical and syntactic, metaphor and tense – contribute to the delicacy of the message in common business interactions like meetings, presentations, negotiations and social English.

Biographical information:

Twenty years of language and communication training for corporate clients (Airbus, Deutsche Bahn, Clifford Chance, Mercedes), governmental clients (Deutsche Bundestag, Berlin Senat, Bundesfinanzministerium) and the British Council. Teacher training for language schools and state institutions at secondary and tertiary level. Based in Berlin, working throughout Europe.

13.30 – 13.45 Room change and exhibition

13.45 – 14.30 Sessions C (45 min)**

****you can go to session C or have lunch**

Session C1

Title: Business English Correspondence - Choosing the right register.

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

Summary:

In international business life, using the right register is crucial for success. Having a good command of grammar and vocabulary in a foreign language is helpful but not enough. Business correspondence often requires tact, a certain amount of intercultural sensitivity and, above all, the correct register. In our role as Business English trainers, we need to help our students become aware of what is appropriate and what is inappropriate language. In this workshop we will look at sample tasks from two telc dual level Business English language tests and analyse how register is influenced by the specific context. We will then discuss how we can use these kind of exercises to increase our students' competence in Business English.

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 consultant in 2004 and now specialises in Business English. She has been working as a telc test author since 2008 and is involved in many telc test development projects. As a licensed telc examiner, she also teaches examiner training courses on behalf of telc GmbH.

Session C2

Title: "I know I can't speak English - but I don't have a choice!" – Giving beginner Business English students a boost

Speaker: Ed Pegg

Presentation type: Teaching tips for teachers of Business English

Presentation style: Workshop (45 minutes)

Audience: mixed

On behalf of: Macmillan Education

Summary:

In these days of increasing internationalisation, people who never expected to speak English at work suddenly have discovered that they need to learn English, and fast.

But how do you prepare people who have little grammar and vocabulary to take part in a meeting? You can't, right? What if they don't have a choice? In this workshop, participants will discuss how much business input low-level learners can take and what should be focused on: general or business vocabulary, business skills or grammatical structures?

Participants will then explore how essential business skills, such as those for meetings and presentations, can be taught alongside critical vocabulary, such as trends, and the basic grammatical structures all users of a language need.

The workshop will present an integrated model for teaching complex language and topics to low level learners so that they can meet and thrive in their most challenging test – performance at work.

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 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 C3

Title: Onward and upward: Learning to learn

Speaker: Pete Rutherford

Presentation type: Methodology

Presentation style: Workshop (45 minutes)

Audience: mixed

On behalf of: Marcus Evans Linguarama Düsseldorf

Summary:

“How you learn is as important as what you learn.”

Whether or not one agrees with this statement, most trainers would agree that the process of learning is important and easily neglected. This is particularly true when one considers the business English environment, where busy professionals need to improve their English skills as efficiently as possible. The only problem is that many adults are skeptical about learning to learn – they've been learning all their lives and it seems to have worked so far!

In this workshop, the participants will look at some of the latest learning theory in addition to practical ideas for the classroom that enable students to become more effective learners and take greater responsibility for their own successful learning. A wide range of topics will be covered including needs, organization, motivation, learning strategies and learner autonomy.

Biographical information:

Pete Rutherford is a business English trainer employed by Marcus Evans Linguarama Düsseldorf. He started in education and training in 2003, as a high school business economics teacher, and has worked in Germany, Spain and South Africa. His professional interests include learning technologies, English and communication skills for HR professionals, and encouraging and developing learner autonomy.

Session C4

Title: Discovering dimensions of cross cultural corporate behaviour and communication

Speakers: Clare Magee, Enda Cunningham and Geoffrey Morris

Presentation type: Cross-cultural awareness

Presentation style: Workshop (45 minutes)

Audience: mixed

Summary:

Many teachers in corporate language training encounter moments of intercultural awkwardness and struggle to identify the underlying cultural implications at work. By applying tried and tested models of cross cultural dimensions of predictable behaviour this tension can be alleviated.

This workshop will explore strategies to enable participants to recognize, analyse and understand when and why cross-cultural mis-communication occurs in adult English language lessons. Based on research of corporate culture anthropology, the workshop will provide dual elements of theoretical and practical situation analysis. Participants will apply the cultural dimensions to a series of typical

scenarios from the Business English classroom and consider the benefits for their own classroom context.

Biographical information:

Clare Magee, BA, DipEd, Med (TESOL)

Clare is the Program Manager for English for Specific Purposes at RMIT University Vietnam. Clare began her career as an English Language Teacher in 1996 and has worked in the secondary, tertiary and corporate sectors of education in Melbourne, Beijing, New York, Dublin, Saigon and Hanoi.

Enda Cunningham, BA, CELTA, MA Marketing (can)

Enda Cunningham leads the Corporate Language Training staff at RMIT University in Vietnam and works closely with organisations to develop and write specialised curriculum. Enda has been working in adult EFL since 2004 and has taught and managed corporate programs in Poland, Turkey, China and Vietnam.

Geoffrey Morris, BBusMan, CELTA, MAAL (can)

Geoffrey Morris is a Corporate Trainer who specializes in working with government clients. He has been involved in education and training since 2006 and his areas of research interest include pronunciation and intercultural communication.

Session C5

Title: “It’s a pony, Ian”: Understanding non-businessy language in a business world.

Speaker: Ian Badger

Presentation type: Teaching tips for teachers of Business English

Presentation style: Workshop (45 minutes)

Audience: mixed

Session simulcast

Summary:

Socialising can be a key part of business life but it is here that many learners struggle to understand and to express themselves.

In this talk Ian will focus on the social side of communicating in English. He will play authentic recordings of speakers from a wide range of countries and backgrounds where the topics covered are typical in adult conversations but not necessarily ‘businessy’. Such material presents the learner with listening challenges, cultural insights and provides a springboard for discussions. We will look at how such material can help the learner to socialise more confidently in English and also to improve their everyday business communication skills. Participants will be invited to make some choices from a wide-ranging listening menu!

Biographical information:

Ian Badger is a partner in Business and Medical English Services (www.bmes.co.uk). He is based in Bristol, but travels widely as a communications consultant, trainer and conference speaker. He is the author of Collins English for Business: Listening which was shortlisted for a 2012 British Council ELTON award. The iPad app based on this material won the 2012 David Riley award for innovation in Business English and ESP. He is also author of Collins English for Life: Listening B1+ and Listening B2+, co-author of English for Business Life and author of Everyday Business English and Everyday Business Writing.

Session C6

Title: The Relevance of NLP in business English training

Speaker: Marjorie Rosenberg

Presentation type: Methodology

Presentation style: Workshop (45 minutes)

Audience: mixed

Summary:

Neuro-linguistic programming, which began in the 1970s as a communication model often used by therapists, has proven over the years to be of interest for business people in a variety of contexts. As NLP deals with discovering how to make our thinking patterns, the language we use and what we do effective, being familiar with these techniques can be invaluable for business English trainers. In this workshop we are going to look specifically at how we establish rapport and then use this skill in a goal-setting exercise designed by the founders of NLP, John Grinder and Richard Bandler. Participants will first be presented with the theory and then given the chance to work through the model to see how it can be applied in the classroom. The aim of this interactive workshop is to provide participants with a tool they can use to help their learners make their visions reality.

Biographical information:

Marjorie Rosenberg teaches English at the University of Graz, trains teachers and works with corporate clients. She has published business English and methodology books with Cambridge University Press, Pearson, Cengage and Delta Publishing and writes regularly for Professional English Online, the CUP website. Marjorie is also an NLP master practitioner and trainer who received her training from Robert Dilts and has run courses on NLP techniques for teachers and corporate clients. She is currently the IATEFL BESIG coordinator and on the Membership Committee of IATEFL.

Session C7

Title: No classes, such learning; experiences of In-House Distance courses (IHDs)

Speaker: Vilhelm Lindholm

Presentation type: Teaching with technology and media

Presentation style: Talk (45 minutes)

Audience: experienced

Summary:

A course with no classes where students independently arrange meetings in small groups where they record tasks with their own devices. Can this work? Oh, yes! In this talk I will present the successes and challenges I faced while piloting In-house Distance classes (IHDs) at the Turku School of Economics.

Biographical information:

Vilhelm Lindholm is a teacher of business and intercultural communication at the School of Economics at Turku University. His passions include educational technology as well as ways to utilize techniques from games in teaching.

Session C8

Title: How to write for *Bonn Conference Selections*

Speakers: Roy Bicknell

Presentation type: Publishing

Presentation style: talk

Audience: mixed

Summary:

Are you presenting at the IATEFL BESIG Annual Conference this year? If so, we would like you to contribute to the upcoming ebook *Bonn Conference Selections*. BESIG Editorial Team member Roy will guide you through the ins and outs of creating an effective and engaging written summary of your talk, show examples of previously published submissions, discuss key guidelines and answer any

questions you may have. All speakers are welcome to this session, especially if you are a first-time presenter or new to writing for a publication of this type.

Biographical information:

Roy Bicknell is editor-in-chief of the BESIG Editorial Team (BET) and member of the IATEFL Publications Committee. He also writes for Business Issues. Like most educators, Roy is curious and very approachable. If you want to talk to him at the conference, just go ahead!

14.30 – 14.45 Room change and exhibition

14.45 lunch break ends

14.45 – 15.30 Sessions D (45 min)

Session D1

Title: The Washback Effect of BEC Exams

Speaker: Simona Petrescu

Presentation type: Teaching tips for teachers of Business English

Presentation style: Talk (45 minutes)

Audience: mixed

On behalf of: Cambridge English Language Assessment

Summary:

High-stakes language exams exert a powerful influence on language learning and teaching, a phenomenon known in the language testing literature as the ‘washback effect’. The presentation will look at elements of Cambridge English: Business Certificates (BEC) courses that students found most useful both in their exam preparation and in their overall learning progress. A great deal of ELT research has gone into pedagogy and methodology, while exams have been reviewed in terms of their washback effect. Little is known, however, about the learners’ views. What does BEC exams’ positive washback effect look like in the seminar room according to students’ perceptions? The presentation relies on survey data collected from BEC certificate owners who attended a BEC preparation course. Teaching strategies and techniques, classroom activities and materials, as well as the relevance of exam preparation for real-life communication will be addressed.

Biographical information:

Simona Petrescu is an experienced Business English trainer, teaching mostly in the corporate sector, with extensive experience of Cambridge exams preparation and administration. She is a Speaking Examiner, Team Leader of Speaking Examiners, Centre Exams Manager and Presenter for Cambridge English.

Session D2

Title: So, what is it like at your company?

Speaker: Claire Hart

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

Presentation style: Workshop (45 minutes)

Audience: mixed

On behalf of: Cornelsen Verlag

Session simulcast

Summary:

This is a question we’re used to asking our in-company business English participants after completing a coursebook exercise. Talking about a fictional pharmaceuticals company one thousand kilometres

away may not engage and motivate students quite as much as talking about their own, very real company. On the other hand, many of us busy in-company trainers don't have hours we can spare to create personalised materials that allow participants to talk about their own working lives and companies. In this interactive workshop, we will look at how coursebook material can be used to provide a springboard to personalised learning and communication in-company. We will also consider how we can find a balance between generic and personalised input and practice in our courses. Examples will be taken from Simply Business, a new series of Business English coursebooks published by Cornelsen Verlag.

Biographical information:

Claire Hart is an in-company business English trainer and university instructor based in southern Germany. She is dedicated to creating effective, personalised training solutions and has worked in a wide range of corporate contexts over the last eight years. Claire also writes print and digital materials for business English and ESP and works as a materials consultant and editor.

Session D3

Title: Using technology and media in the training room

Speakers: Jonny West and George Barse

Presentation type: Teaching tips for teachers of Business English

Presentation style: Workshop (45 minutes)

Audience: mixed

On behalf of: Target Training GmbH

Summary:

The use of technology and media is becoming more and more important in the modern business world. To keep up with the times, we feel that it is important to reflect this trend in our own training. How comfortable are you with using technology and media in the training room? Whether new to training or not, everybody is welcome to attend.

This workshop aims to give you some practical tips that you will be able to implement into your training immediately. Once you are familiar with some of the ideas we are going to share, your preparation time will be minimised, your training sessions will have a new and fun twist to them and your participants will benefit from your new ideas!

Biographical information:

Jonny West is a Program Manager for one of Target Training's InCorporate training programmes. He has been training now for 7 years, having worked in the UK, Austria, Southeast Asia and now Germany. He has been working for Target Training since 2010.

George Barse has an MBA (Business Economics) and has worked in businesses all over the world for over a decade. He has trained in both the Czech Republic and Germany, where he now works as an InCorporate trainer for Target Training.

Session D4

Title: Negotiating internationally – language, skills and culture

Speaker: Adrian Pilbeam

Presentation type: Cross-cultural awareness

Presentation style: Workshop (45 minutes)

Audience: experienced

On behalf of: LTS Training and Consulting

Summary:

More than 20 years ago, I wrote a book entitled 'Negotiating' with two co-authors, which was published as part of the Longman Business English Skills series. Since then I have run regular training courses in international negotiations where language, at least English as a foreign language, has not been the main target. Indeed, sometimes native English speakers have been among the participants. In this workshop I will list what I believe needs to be covered in a course on International negotiating, and what materials and activities can be used to get the right balance between developing negotiation skills, using the right kind of language to put these skills into practice, and the intercultural awareness, skills and competence needed to negotiate 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 D5

Title: Hot Tips on Coaching: research-based ideas which add value to Business English

Speaker: Alison Hail

Presentation type: Methodology

Presentation style: Workshop (45 minutes)

Audience: experienced

Summary:

Using new case-studies and our own research, the talk will share successes (and a couple of failures) in using coaching in Business English. We will show how different coaching approaches can be used successfully in teaching Business English and intercultural skills to give added value to clients and an additional income stream to trainers. There will be opportunities to discuss benefits, pros and cons of the concepts and how they can be adapted for use in every trainer's own context. As ever, the aim is for each attendee to leave both with ideas to use straightaway and with food for thought.

Biographical information:

Alison Hail is an executive coach, communication specialist and founder of Oxford Professional Consulting, Oxford's best-known boutique provider of coaching and training for international companies. With her team, she helps international leaders and managers make more impact and get the results they want. Originally an EFL/BE teacher for 20 years and BESIG committee-member, Alison now wants to encourage the teaching-coaching interface because of coaching's potential for learners and managers. Author of "The S-Factor A Coaching Handbook", she has trained over 500 teachers in coaching skills. She has 3 coaching qualifications, an MA Hispanic Studies, MA Applied English Linguistics and PGCE-TEFL.

Session D6

Title: Journey into the Heart of eLearning

Speaker: Paul Emmerson

Presentation type: Teaching with technology and media

Presentation style: Talk (45 minutes)

Audience: mixed

Summary:

Over the last year I have been on a journey into the heart of eLearning. I have learned authoring tools, put up my own 'beta version' site (BEhereBEthere), and read a thousand blog posts and thought a thousand thoughts. In this talk I will share some comments and observations about what I have found

on my journey. The talk will be loosely based on the article "Journey into the Heart of eLearning" on PaulEmmerson.com, and reading that would help you come prepared with questions.

Biographical information:

Paul Emmerson works as a writer, teacher, teacher trainer and website owner. He is the author of many Business English books, such as Email English, Business Grammar Builder and Business Vocabulary Builder. His website www.PaulEmmerson.com is aimed at BE teachers, and his website www.BEhereBEthere.com is aimed at BE learners.

When he is not writing Paul teaches at The English Language Centre, Brighton, where he also runs a two-week BE teacher-training course.

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

Session D7

Title: Aligning managerial communication training with the requirements of a competitive global market

Speaker: Dr Francis Peter

Presentation type: Teaching tips for teachers of Business English

Presentation style: Workshop (45 minutes)

Audience: mixed

Summary:

Demonstrable performance indicators aligned to the specific needs of the industry is what guarantees placements of our business graduates. The current input intensive classroom practices 'are no longer sufficient to meet the needs of the business graduates who aim to be competitive in the global market'. They appear to stagnate around a generic core falling short of the finer points effective communication so crucial in today's job market.

This paper reports the findings of an action research aimed at improved performance both in range and frequency through a before-and-after analysis in certain specified features of both spoken and written skills. It is believed that the results have predictive value in promoting outcome based learning globally favored today.

Biographical information:

Francis Peter currently teaches Business Communication in XLRI School of Management in Jamshedpur, India. English Language Teaching has been his reigning passion and has devoted 28 years as teacher and administrator focussing on language acquisition. He has been invited to speak at many conferences and has written a few articles and books. Besides his MA in English he has a B. Ed , PGDTE, an additional MA inELT from London. His Ph.D dissertation was on Teaching English to the Disadvantaged.

Session D8

Title: Let's play: Apply Gamification to Language Learning!

Speaker: Philip Gienandt

Presentation type: New trends in business

Presentation style: Talk (45 minutes)

Audience: mixed

Summary:

What can we learn from game developers and how can we implement design concepts from games to increase learner engagement. This talk will present the benefits of using game mechanics in ELT and introduce specific examples and valuable tips on how to use gamification elements.

Biographical information:

Philip Gienandt is co-founder and CEO 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 provides online and mobile video lectures and interactive elearning content for learning and teaching languages. LinguaTV was nominated by The British Council for the ELTons International Award for Innovation 2011, was awarded with the European Comenius EduMedia Seal 2010 and received the World Summit Award 2009 for the world's best eContent in the category "elearning and education".

15.30 – 15.45 Room change and exhibition

15.45 – 16.30 Sessions E (45 min)

Session E1

Title: Key issues when working in international virtual teams

Speaker: Mike Hogan

Presentation type: In-company courses

Presentation style: Talk (45 minutes)

Audience: mixed

On behalf of: York Associates / Cornelsen Verlag

Summary:

The ever-increasing prevalence of virtual teams means that virtual communication skills are becoming more and more essential and commonplace in international working environments.

Team leaders and members need to function successfully across multiple virtual communication media, create virtual team cultures and build relationships, resolve conflict, recognise talent, and get the most from their teams, whose individual members they may never meet.

This presentation will look at the key competencies of working in virtual teams using case studies from my training and drawing attention to materials I've written for Cornelsen, while presenting some best practice guidelines and ready-to-use practical activities for more success and higher productivity in virtual teams.

Biographical information:

A director of York Associates, Mike Hogan delivers language and communication skills, and international team training to clients throughout Europe. He is a licensed coach for The International Profiler (for intercultural competency) and a practitioner of TMP (Team Management Profile) for international team development.

He regularly contributes to Business Spotlight and Karriere magazines in Germany on topics relating to communicating internationally in English, and co-authored Business English for Beginners A1/A2 and Basis for Business B1/B2 (Cornelsen) & Global Business Class (Macmillan).

Originally from Dublin, Mike recently moved to York after 13 years working in the corporate training sector in Germany.

Session E2

Title: Teach Like TED

Speaker: Paula Mulanovic

Presentation type: Teaching tips for teachers of Business English

Presentation style: Workshop (45 minutes)

Audience: mixed

On behalf of: marcus evans linguarama

Summary:

Ever wished you could:

- present like a TEDster?
- engage your learners like a riveted TED audience? or
- achieve feedback like a standing TED ovation?

Inspired by watching TED talks, attending TEDX conferences and reading Carmine Gallo's fabulous book "Talk Like TED" – I've noticed how strategies that work there can work in business English.

In this workshop, I'll spend a maximum 18 minutes revealing what's behind "Teach Like TED" and another 18 minutes showcasing framework materials developed for business learners.

Biographical information:

Paula Mulanovic – experienced teacher, programmer, trainer and materials developer. Director of Studies at marcus evans linguarama Cologne since 2002 and BE teacher in Germany since 1990. A LCCI Diploma in Teaching English for Business sparked an interest in developing materials and designing courses. Interested in learning processes and what makes learning successful – for students, for teachers and for teacher trainers.

Author of "On The Move at Work" Klett Verlag 2003 and a keen University of Cambridge oral examiner for BEC exams.

Session E3

Title: How 'CEFR-worthy' are your courses? A self-assessment tool for BE teachers

Speaker: Geoff Tranter

Presentation type: Teaching tips for teachers of Business English

Presentation style: Talk (45 minutes)

Audience: mixed

On behalf of: MONDIALE-Testing

Summary:

Ships are expected to be seaworthy, and planes are required to be airworthy. So, what about language courses? If like airplanes and freighters they are expected to 'deliver the goods', perhaps they should be classified as 'CEFR-worthy' now that the CEFR is increasingly becoming a recognized quality standard for communicative language proficiency, providing evidence of a language user's quality in terms of language and communication skills at various levels. However, the fact that the course programme declares the course to be at B2 level, and the course materials have B2 written all over them, may not be sufficient to convince all the various stakeholders. The CEFR contains far more than level descriptions and definitions of proficiency in language and communication skills, so the workshop will present a purpose-designed checklist for BE/ESP teachers to self-assess the degree to which their courses are in line with the approach described in the CEFR.

Biographical information:

Geoff has been working in further and higher education for many years and has been heavily involved in both vocational and non-vocational language teaching. He has extensive experience in all aspects of language training with particular reference to the CEFR. In 2001 he developed a series of workshops introducing teachers to the CEFR.

He regularly attends international conferences with workshops on various aspects of language training and testing and is at present involved in a series of training seminars to implement the principles of the CEFR in the classroom. In cooperation with MONDIALE-Testing he offers monthly webinars on teaching ESP.

Session E4

Title: Adopting the Tourist Stance – Flexibility and Innovation in Learning

Speaker: Roy Bicknell

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

Presentation style: Workshop (45 minutes)

Audience: mixed

Summary:

John Cage, who has influenced our thinking on language and performance, introduced the concept of the tourist attitude or ‘acting as though we’ve never been there before’. His premise is that we need to discard preconceptions in what we’re doing. Innovation and flexibility are at the heart of our teaching. So, what are the implications if we adopt the tourist stance? The first part of this workshop is called The Unravelling Thread, which explores using open-ended formats for lesson design and how lo-tech / hi-tech media can be used to foster student engagement and autonomy. In the second part, I use Cage’s axiom ‘Begin Anywhere’ to introduce fun classroom activities which highlight improvisation and flexibility in student performance. We will then review what this implies for their actual performance in the workplace. The workshop has a ‘serious’ purpose but if you want interactive, then this is a session for you!

Biographical information:

Roy Bicknell is a Business English and Intercultural Communication trainer, based in Amsterdam.

Roy heads up the IATEFL BESIG Editorial Team and is on the IATEFL Publications Committee. He

also writes for Business Issues, and one of his most recent articles is about The Unravelling Thread.

Like most educators, Roy is curious and very approachable. If you want to talk to him at Bonn, just go ahead!

Session E5

Title: A new approach – Study materials ready to be used for teaching legal English

Speaker: András Petz

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

Presentation style: Workshop (45 minutes)

Audience: experienced

Summary:

The challenge

Have you ever been in a situation when a client - a lawyer in your country - contacts you with a training need. The requirements are highly challenging, nearly impossible to meet, but you see the potential in the business relationship.

- They need to learn English very quickly to work independently.
- They categorically exclude having more than one session a week.
- They want to see achievement very soon.
- They insist on measuring their progress.
- They have no time experimenting but want tried and tested methods.
- They want the best value for their money.

The answer

We have spent the last thirteen years with teaching legal English and developing study materials to respond lawyers’ needs. Relying on our success, we would like to offer a combination of the course materials and other resources that enables you to deliver results. Our approach may open up new perspectives for you.

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 teacher at Eötvös Lóránd University, one of the most prestigious institutions of the CEE region.

Session E6

Title: Introduction to the British Council's Virtual Training Academy

Speakers: Allison Antalek and Evan Frendo

Presentation type: Teaching with technology and media

Presentation style: Talk (45 minutes)

Audience: mixed

On behalf of: The British Council

Summary:

Business English trainers are increasingly looking for business English online materials, which are of high quality, targeted at specific skills sets and offer clear outcomes.

British Council's Virtual Training Academy 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 (prerequisite: B1). In this session we will introduce you to some of the key features of the VTA and discuss some of the design issues we have faced along the way.

Biographical information:

Allison Antalek is a Business Development Consultant for e-Learning solutions. She has more than 17 years' experience in the field of international sales and marketing, corporate training, EU business development, and language services, curriculum design, instructional design, publishing - print and digital, translation and localisation.

She is currently an independent contractor for the British Council, working on a new online learning platform for business English learners and trainers.

Evan Frendo is a freelance trainer, teacher trainer and author based in Berlin. Also hired as an external consultant, his tasks have included responsibility for the drafting of course content as well as the day-to-day coordination of a large team of authors.

Session E7

Title: HOT (high-order thinking) tasks for BE learners

Speaker: Jennie Wright

Presentation type: Activities for the classroom

Presentation style: Workshop (45 minutes)

Audience: mixed

Session simulcast

Summary:

Business English learners need to do more than just remember facts and repeat information in international business. They also need to be active participants who evaluate, justify and critically analyse information - while simultaneously using and following a foreign language. To prepare our learners for this multi-tasking challenge, high-order thinking (HOT) tasks help our learners practise language while developing critical thinking skills. In addition, HOT tasks make our listening and reading sessions more stimulating, going beyond traditional comprehension tasks. In this workshop, participants will experiment with and evaluate a series of HOT tasks for BE learners which can be taken from the workshop and used straight away. Participants will also get to create their own

activities and key tips will be covered for creating successful HOT tasks using core ideas from Bloom's taxonomy.

Biographical information:

Jennie Wright is a teacher, teacher-trainer, blogger and ELT author based in Germany. She has taught in Japan, Australia, Italy, Germany and the UK, and currently works with Target Training as an in-house InCorporate EFL trainer. With over 15 years of experience in language teaching, her blog <http://teflhelperblog.wordpress.com/> features free professional development resources for teachers. She also co-authored Experimental Practice in ELT: Walk on the wild side which is published by www.the-round.com.

Session E8

Title: The Inbetweeners - teaching apprentices in the business world

Speaker: Amanda Welfare

Presentation type: Activities for the classroom

Presentation style: Workshop (45 minutes)

Audience: mixed

Summary:

There are around 600,000 apprentices in Germany. A large number of whom are in company specific programmes with the added benefit of an element of Business English training. With full schedules, lots of pressure and the lingering remnants of teenage angst, teaching them can be tricky. Combining their school English with the skills they are learning in their apprenticeship, as teachers we endeavour to provide an authentic setting to explore their ever-increasing knowledge and skills set in a controlled environment. I'd like to share and explore some alternative ways of teaching some of the most essential business skills.

Biographical information:

After studying English at university, I started my career in TEFL in Barcelona. Teaching young learners, adults and business professionals took me through Spain, France and Turkey, then on to Berlin where I am currently Director of Studies of a language services company called LSI Berlin, specialising in business English, English soft skills, training in other languages, intercultural training and translation. I became vice chair and part of the events team of ELTABB this year, and am also pursuing an MA in Education from Bath University.

16.30 – 17.00 Coffee break and exhibition

17.00 – 17.45 Sessions F (45 min)

Session F1

Title: Creating your own online materials for e- and mobile learning doesn't have to be complicated

Speaker: Christine Sick

Presentation type: Teaching with technology and media

Presentation style: Talk (45 minutes)

Audience: mixed

On behalf of: EUROKEY Software GmbH

Summary:

In this talk, I would like to share experience gained at htw saar (University of Applied Sciences) when creating various different types of online materials for use on PCs as well as tablets and smartphones. I will demonstrate how we have used the e&mLearning Publisher (emLP) developed by EUROKEY to create online extensions to the multimedia language learning program TechnoPlus English, a prep

course for first-year students of Engineering and - more recently – a vocabulary trainer app to complement TechnoPlus English. The emLP allows teachers who do not have any programming know-how to create e&mLearning content easily and publish it immediately - without any modification required - for use on these output devices.

Biographical information:

Christine Sick is Head of Applied Languages at the School of Engineering of the University of Applied Sciences (htw saar) in Saarbrücken. Before that, she taught English for many years at evening schools and also worked for the German National Agency of the EU Programme Lingua, Actions III and Vb.

Session F2

Title: Hit The Ground Running

Speaker: Richard Nicholas

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

Presentation style: Workshop (45 minutes)

Audience: mixed

On behalf of: DELTA Publishing

Summary:

This talk looks at the overriding need in-work students have to become operational in spoken English as quickly and efficiently as possible. It will address the lack of time such learners often have and the need for streamlined materials targeting the learner. These materials will help students to successfully achieve speaking skills development by providing careful preparation, personalized tasks, consistent pronunciation practice and teacher feedback.

Biographical information:

As an IT Consultant in the UK, Richard Nicholas gained experience of working with a large number of businesses and various industries which has provided valuable insight as a teacher and writer of English for business. Since then he has taught in Indonesia, Mexico, Taiwan and now Italy. Besides his work as a freelance Business English teacher in Milan, he teaches at the University of Bocconi and has a long association with the British Council.

Session F3

Title: Ten top tips for successful business communication

Speakers: Ian McMaster and Bob Dignen

Presentation type: Teaching tips for teachers of Business English

Presentation style: Workshop (45 minutes)

Audience: mixed

On behalf of: Business Spotlight / York Associates

Summary:

Training for business communication often focuses too heavily on language gambits. On the basis of his popular current, "Ten top tips" series in Business Spotlight, Bob Dignen — together with Business Spotlight editor-in-chief Ian McMaster — will look at key behavioural tips for areas of communication. For each of the areas covered in the series — such as listening, speaking clearly, writing and telephoning — ten key tips are presented in a way that encourages learners to reflect on their own communication styles, how effective they are at present, and what changes could be made to improve communicate effectiveness. For each of the areas, a five-week training plan will be presented, which enables learners to put what they learned in the articles into practice. In this workshop, the principles behind the series will be presented, along with examples of the concrete tips and a discussion of how the training plans can be used.

Biographical information:

Bob Dignen is a director of the UK-based training organisation York Associates. He specialises in supporting international project teams — coaching leaders, facilitating kick-off meetings and running team-building sessions. As an author, his titles include *Effective International Business Communication* and *Communication for International Business* (Harper Collins), *Managing Projects* (Delta Publishing / York Associates) and *Communicating Across Cultures* (CUP). He writes regularly for *Business Spotlight* magazine.

Ian McMaster is editor-in-chief of the bi-monthly magazine *Business Spotlight*, aimed at German-speakers who need to use English at work. Ian is a former joint-coordinator of IATEFL-BESIG and co-author of *Effective International Business Communication* and *Communication for International Business* (Harper Collins).

Session F4

Title: 2044's Business Leaders - Will They Thank Us?

Speaker: Erica Williams

Presentation type: New trends in business

Presentation style: Workshop (45 minutes)

Audience: mixed

Summary:

Blink. Corporate life changes. The rapid adoption of English as the lingua franca of business is contributing to this change. Today's business students may graduate with a C1 language qualification but are they fully prepared for the corporate world? CEFR states C1 speakers are able to adapt language creatively and flexibly in a culturally sensitive way. Mastering structure and vocabulary as well as learning about business and intercultural communication are all undeniably important. Raising awareness of the C1 learner's responsibilities for communication and the potential communication pitfalls in the corporate environment may be equally important. What materials and activities can be included to foster successful communicators for the 21st century? Materials developed for the "Corporate Culture and Corporate Communication" module in the final semester of B.A. International Management in the Business Studies faculty at Düsseldorf University of Applied Sciences (Fachhochschule) will be presented for open discussion of this issue.

Biographical information:

Erica Williams is responsible for Business English in the Business Studies department at the Fachhochschule in Düsseldorf and author of "Presentations in English: Find Your Voice" (Macmillan).

Session F5

Title: How your Business English course should be more businesslike

Speakers: Dermot McKinney and Maurice Sheehy

Presentation type: Methodology

Presentation style: Talk (45 minutes)

Audience: mixed

Summary:

This session will focus on how to present your class and yourself in a businesslike manner. If you do not look and show professionalism, your students / customers will not treat you in such a manner. We will look at the following aspects:

-professional looking lesson plans, topic planner, dress code, invoicing, letter-headed documentations and more, contributions from the floor will be most welcome. Hints and templates will be supplied to all participants.

Biographical information:

Dermot McKinney moved to Germany in 2010. Since then he has been teaching at the University of Applied Maths and Science Ravensburg-Weingarten and the Duale Hochschule both in Baden Württemberg. He also teaches in-company. In Ireland he was the manager at one of the largest environmental NGOs and owner /manager of three retail stores in the west of the country.

London born Maurice Sheedy has been living in Germany since 2003, he has been teaching Business English at the University of Applied Maths and Science, Ravensburg-Weingarten since 2008 and Technical English there since 2011. He has been teaching Business English at the DHBW Ravensburg since 2009. He also teaches Conversation English at the VHS in Ravensburg and in Weingarten in BW

Session F6

Title: What's the future of business English training in the corporate world?

Speaker: Mercedes Viola

Presentation type: New trends in business

Presentation style: Workshop (45 minutes)

Audience: mixed

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

Summary:

We are in what is called an interregnum period - a time during which a throne is vacant between two successive reigns or regimes. A period in which old paradigms are being put into question and new ideas are emerging; however, there is no final conclusion.

Debates regarding the role of English in the world are being held.

- What English?
- English as a medium of instruction?
- English as 'the' language of business?
- Are teachers/trainers needed?
- What about technology?

During this talk we will be examining the most important concepts underpinning these debates and how these new uncertainties will affect corporate business English training.

Biographical information:

Mercedes Viola lives in Uruguay, South America. She holds an MA in TESOL. She is in charge of designing business English learning experiences for government-owned organizations, universities and many well known global companies such as Microsoft, HP, American Express, McDonalds, Deloitte, John Deere and MasterCard. She designs materials for business English clients and trains new teachers on business.

She is a writer for the Teaching English site of the British Council, the IATEFL BESIG Co-Web Coordinator and a member of the IATEFL Electronic Committee.

Session F7

Title: The power of persuasion: influencing others in business

Speaker: Gabrielle Jones

Presentation type: Activities for the classroom

Presentation style: Workshop (45 minutes)

Audience: mixed

Summary:

What factors really influence people? What kind of language do our learners need to be able to convince other people more successfully in English? What kind of activities can we use to help

learners develop persuasion skills in order to present convincing arguments and better promote themselves and their organization?

This aims of this workshop are:

- To present and discuss principles of persuasion
- To practice classroom activities which help learners formulate convincing arguments to persuade others

Biographical information:

Gabrielle Jones is the Training Manager at O'Connor Language and Communication for Business, located in Ulm, Germany. She is responsible for assessing client needs, developing tailor-made training programmes for regional and multinational organisations, and is also responsible for the professional development of over 40 trainers. With 13 years' experience in EFL around the world, she specialises in professional communication and ESP training as well as online content and materials development.

Session F8

Title: Talking business, one-to-one: improving teacher-student interaction

Speaker: Gareth Humphrey

Presentation type: Teaching tips for teachers of Business English

Presentation style: Talk (45 minutes)

Audience: mixed

On Behalf of: marcus evans linguarama

Summary:

As business English trainers, we want our training to provide the most authentic language practice possible for our learners. The language used should be as close as possible to the situations they face in their jobs. At the same time, the pedagogical requirements of the classroom (e.g. controlled practice; error correction) are sometimes very different to the dynamics of learners' workplaces. If we are to be able to manage these potentially contradictory demands, we need to gain a more in-depth understanding of the interaction patterns in our classrooms.

In this talk, I will present a newly-developed framework and procedure that teachers can use to evaluate the language used in their classes. Using video examples from my own MA dissertation, I will show how this approach can be used by business English trainers to develop a more principled approach to classroom interaction, making training more authentic and effective for our learners.

Biographical information:

Gareth Humphrey has been a business English trainer for over six years, gaining extensive experience teaching groups and individuals in a range of international companies and at universities. Since last September he has also been acting Director of Studies at marcus evans linguarama in Düsseldorf.

He has recently finished an MA in TESOL from the University of Nottingham, in which he focused on authentic materials and tasks, the impact of learner beliefs on learning and the use of video in teacher development.

17.45 – 18.00 Room change and exhibition

18.00 – 18.45 Sessions G (45 min)

Session G1

Title: The business English course book in the 21st Century: blending print and digital

Speaker: Pete Sharma

Presentation type: Teaching with technology and media

Presentation style: Talk (45 minutes)

Audience: mixed

On behalf of: Oxford University Press

Summary:

Nowadays, any printed business English course book is enhanced by a range of digital materials, including vodcasts, blogs, interactive exercises on a learning platform, e-books and apps. However, successfully blending digital and paper-based materials can be both daunting and challenging for the business English teacher.

This workshop will provide a brief historical overview of the printed course book, followed by a critical analysis of the various digital components available to practitioners. Finally, it will present new, practical teaching ideas which incorporate both print and digital.

The workshop includes examples of material published by OUP, including a suite of online, self-study material for people in work, or pre-work, launching in 2015.

Participants will leave with a clear idea of how print and digital can work together to produce a balanced business English course appropriate for the 21st Century.

Biographical information:

Pete Sharma is a Director of training for Pete Sharma Associates Ltd, a consultancy and training organisation: www.psa.eu.com He was a teacher and training manager in business English for many years, and currently works in EAP (English for Academic Purposes). Pete is a regular conference presenter at IATEFL and BESIG conferences, and has given many webinars on Educational Technology. He has been a committee member and Newsletter Editor of both BESIG and the Learning Technologies SIG. As an author, he has written business English materials, Teacher's books and multimedia content. Pete has written extensively on using technology in language teaching.

Session G2

Title: Introducing Technology to the Business English Classroom

Speaker: Laura Edwards

Presentation type: Teaching with technology and media

Presentation style: Workshop (45 minutes)

Audience: mixed

On behalf of: telc

Summary:

The impact of the internet on education has been huge, yet in many ways it is still an untapped resource. Unsure of how to realise its full potential, many teachers struggle to introduce this technology into the Business English classroom.

This workshop introduces three simple tools to set the teacher on the right path. Podcasting helps develop speaking and listening skills, while word clouds can be used for vocabulary building or as prompts for discussions and writing tasks. A digital wall gives students a place to display their work, share useful content and interact with each other outside of the classroom.

These tools can be used with smartphones, tablets and laptops allowing you to turn your classroom into a BYOD (Bring your own device) zone.

Feel free to bring your own technology with you for hands-on practice in the workshop.

Biographical information:

Laura Edwards, a native of Ireland, has worked in ELT for 12 years as a language teacher, specialising in Business English and EAP, and since 2009 as a trainer and author for telc. She is an enthusiastic user of technology in the classroom.

Session G3

Title: Storytelling in business – adding value to our clients

Speaker: Scott Levey

Presentation type: New trends in business

Presentation style: Workshop (45 minutes)

Audience: mixed

On behalf of: Target Training GmbH

Session simulcast

Summary:

In the world of business, storytelling is making a comeback as a vital skill for leaders, managers and SMEs alike. By using energy, emotion and authenticity, our clients can use stories to present, sell, influence, inspire and lead. In this interactive workshop we'll look at what storytelling is and isn't, how it can be used in day to day business, and the skills and behaviors our clients need to be able to tell good stories in English.

We will then turn to three practical questions - How do we help our clients develop this skill? What are the obstacles we can expect to face? And how can we work with our clients to overcome them? You'll leave with proven models, tips and activities so you can add further value to your clients business.

Biographical information:

Scott is a Director at Target Training GmbH in Germany. He has 17 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. He's also a regular contributor to Target's popular blog (<http://www.targettraining.eu/blog>).

Session G4

Title: Using texts in the business English classroom

Speaker: Karen Richardson

Presentation type: Teaching tips for teachers of Business English

Presentation style: Workshop (45 minutes)

Audience: mixed

On behalf of: Macmillan Education

Summary:

In this workshop we will look at different kinds of texts that can be used to aid and support the teaching of business English.

I will talk about where and how these texts can be sourced, and how to make creative and effective use of them once you have found them.

Throughout the talk, we will keep an eye on copyright issues that teachers may be in danger of infringing, and talk about how to keep our lessons interesting, relevant, up to date, and at the same time, on the right side of the law.

Additionally, you will have the chance to look at and take away some free business English lesson plans from Onestopenglish.

Biographical information:

Karen Richardson teaches business English at the Dualehochschule in Stuttgart and regularly writes ELT materials for Macmillan's teacher resource website www.onestopenglish.com. These include the weekly Guardian newspaper lesson plans, as well as the monthly Business Spotlight lesson plans, and the Business Top Trumps cards and lessons.

Session G5

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

Speaker: Akos Gerold

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

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 English and intercultural trainer 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.

Session G6

Title: Re-thinking the ELT curriculum: BELF or BEFL?

Speaker: Prof. Franca Poppi

Presentation type: Teaching tips for teachers of Business English

Presentation style: Workshop (45 minutes)

Audience: mixed

Summary:

English Language Teaching in Europe is very often EFL or BEFL (Business English as a Foreign Language) biased. Accuracy is considered to be the norm, and everything is measured against the benchmark of Native English.

The present analysis claims that when it comes to teaching business English, it is important to make learners realize that in their professional activities, the mere mastery of the language will not be enough. In fact, as Kankaanranta and Lohuiala-Salminen state, "a grammatically and lexically 'correct' message doesn't necessarily do the job, but a message with many mistakes may do so" (2007: 56).

The present contribution reports on a project carried out at the University of Modena and Reggio Emilia, aimed at getting students to become aware of the need to adopt a flexible and open-minded attitude when it comes to using the English language in business contexts.

Biographical information:

Franca Poppi is Professor of English Language and Translation at the University of Modena and Reggio Emilia. She has published on various aspects of teacher-learner interaction, learner autonomy

and advising in self-instruction. She has been involved in a European Socrates Project on FL Teacher Education, and has contributed to developing the PLEASE (Primary Language teacher Education: Autonomy and Self assessment) website, which provided primary school English teachers with a tool for self-evaluation and professional training.

Her current research centers on English as an international lingua franca. She is a member of the Advisory Board of the Profile Journal, Issues in Teachers' Professional Development.

Session G7

Title: Self-confidence as a catalyst for language acquisition

Speaker: Julia Streuber

Presentation type: Teaching tips for teachers of Business English

Presentation style: Talk (45 minutes)

Audience: mixed

Summary:

Self-confidence or a lack of it plays an important part in foreign language acquisition.

Most trainers have encountered self-confidence issues with their learners which may have an impact on their learning progress. A lack of self-confidence may prevent learners from making sufficient progress.

This presentation provides insight into questions like “What is self-confidence and where does it come from?”. It then goes on to demonstrate the role it plays in the training room as well as outside of it and how we can raise the level of self-confidence in learners through techniques such as Self-Placement, Awareness Raising and Counteraction.

Sometimes it is not only language learning that is required but an exploration of other skills that learners really want or need. This presentation is aimed at adding value to and enhancing the meaning of success in language learning.

Biographical information:

After completing her MA in South Africa, Julia Streuber worked in public relations and marketing.

Since 2001, she has been working as a freelance communication and language trainer for a large range of well-known companies and language training providers.

She has a CELTA as well as a CertTEB and is an ICA certified systemic business coach.

In addition to her work as a corporate trainer, she also runs her own translation agency and specializes in the optimization of English job application documents.

Her main focus is on combining language training with self-confidence and presentation training in a corporate environment.

Session G8

Title: Technical English – Inch by Inch

Speakers: Matthias Meier and David Mackie

Presentation type: English for Specific Purposes (ESP)

Presentation style: Talk (45 minutes)

Audience: mixed

Summary:

Engineering is a very broad subject. Finding suitable material for students of Technical English can be challenging – especially for non-engineers. Resources are hard to find and judging whether or not they are relevant and interesting is tricky.

INCH, the new magazine for Technical English, can save trainers a lot of work. Edited by an experienced team of engineers, journalists and language trainers it provides a quarterly stream of interesting tech stories, technology basics, special vocabulary and grammar for engineers, technicians and engineering students from all fields.

The first part of the talk introduces the magazine, its many new rubrics and the concept behind it. The second part presents examples of how to exploit the magazine in the classroom.

Biographical information:

Matthias Meier is a journalist, engineer and long time editor of language teaching magazines for Technical English. Recently he started his own publishing business by launching a website (www.inchbyinch.de), a newsletter and INCH – a new magazine for Technical English.

David Mackie has been a freelance English language trainer for 25 years. Since September 2013 he has been Head of languages at WHU-Otto Beisheim School of Management. Besides business topics he has also focussed over the years on technical English, teaching in and producing materials for a number of companies in a wide variety of industrial fields. For over ten years he has been editing and writing for a quarterly technical English magazine aimed at German-speaking engineers, the latest version of which is Inch.

18.45 – 19.15 Room change and exhibition; after-conference party hosted by publishers

19.15 – 20.00 IATEFL BESIG Annual Open Forum (annual members' meeting); refreshments available during the meeting

Sunday

9.00 Registration opens

9.30 – 11.00 Sessions H (90 min)

Session H1

Title: Assessing Students' Writing – Working with Cambridge English BEC Writing Exams

Speaker: Judith Ellis

Presentation type: Exam preparation

Presentation style: Workshop (90 minutes)

Audience: experienced

On behalf of: Cambridge English Language Assessment

Summary:

The Cambridge English: Business Certificates (BEC) are not only internationally recognised language qualifications, they are also an excellent and motivating platform for the training of essential skills for the international business environment. The writing exams assess, alongside grammar and vocabulary, the cohesiveness and communicative effectiveness of candidates' writing in a range of standard business formats. Using authentic examples, this seminar will demonstrate and clarify the assessment criteria for the B2 (BEC Vantage) and C1 (BEC Higher) writing exams, look at methods for training the necessary skills, and provide tips for students and teachers.

Biographical information:

Judith Ellis has been teaching English in Germany since 2003. With degrees in Literature, Linguistics and Education, Ms. Ellis teaches General, Business and Academic English in a wide variety of contexts. Ms. Ellis is an accredited Speaking Examiner for the Cambridge English exams (Main Suite and BEC), and is highly experienced in preparing students for these exams. Alongside her teaching, Ms. Ellis is an experienced writer and editor, having worked as a freelance journalist, a staff writer and a translator.

Session H2

Title: Be the Coach not the Referee: Learner Outcomes and the Learner Experience in 21st Century Teaching

Speaker: Mary Patricia Schnueriger

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

Presentation style: Workshop (90 minutes)

Audience: mixed

On behalf of: Pearson Education

Summary:

ELT 2.0: Apps, websites, tools, games, social media. The ever increasing population of the digital world is opening doors to amazing new learning environments; for teachers and students.

ELT 2.0 technologies and the colonisation of our virtual ELT villages provide a new world of virtually unexplored opportunities which can, if explored, optimise our interaction with our students and classes.

This session aims to furnish differentiation solutions for Coaches and Learners. We will explore how employing ELT 2.0 tools can dramatically enhance the learning experience and provide all around successful outcomes quantifiable to both learner and coach.

Using the Pearson MyLab platforms of Market Leader and MyGrammarLab as a springboard to achieve the "Teacher as Coach, not Referee", we will look at a few innovative ideas on how to enhance our learning experience with ELT 2.0 tools. Be a part of our live collaboration session; Let inspiration flow, in ELT 2.0!

Biographical information:

Mary Patricia Schnueriger is an ELT Consultant, Teacher Trainer and Pearson English Technology Coach for Pearson Switzerland. Her background includes having been a Head of English, an ELT Editor and an ESL Teacher. Mary has taught both French and English around the world including France, Greece, Switzerland and the US. She has been in the field for over 20 years. Her passion for applied technology and all its possibilities have carved a hunger of curiosity that this 4D world provide for the teacher and the learner.

Session H3

Title: Teaching tax professionals in a national setting: The German example.

Speaker: Patrick Mustu

Presentation type: English for Specific Purposes (ESP)

Presentation style: Workshop (90 minutes)

Audience: experienced

Summary:

This workshop will address the challenges of tailoring ESP training to the needs of students who advise in a national context. Whereas banking, marketing, HR and many other people are faced with similar topics around the world, consultants have to explain the specifics of the local market. Their job is to explain national regulations, not another country's tax or legal system. Most courses and teaching materials fall short of these people's needs as they refer to abstract, international scenarios that prove irrelevant. Taking German tax consultants as an example, we will discuss the shortcomings of materials available, identify the consultant's needs and explore opportunities to meet them by using a variety of free online resources. This hands-on workshop will prove particularly useful to teachers in Germany.

Biographical information:

Patrick is a lawyer, language trainer and translator based in Düsseldorf, Germany. He studied law in Germany and South Africa, worked for Amnesty International in London and the United Nations in New York. He specializes in legal and financial English, and has extensive experience in providing language training to law and accounting firms. In the past, he also held several teaching posts at a number of universities, including the Euro Business College and the FOM University of Applied Sciences. Patrick writes for Germany's leading magazine for paralegals, and he is the author of "English for Tax Professionals" (Cornelsen 2012).

Session H4

Title: Using NLP to propel your clients up the linguistic ladder

Speaker: Beth Negus

Presentation type: Teaching tips for teachers of Business English

Presentation style: Workshop (90 minutes)

Audience: mixed

Session simulcast

Summary:

NLP is too often regarded as a tool but this workshop will show you it's worthiness as a process in the classroom. NLP in the context of the learning environment can be the key to unleashing your students linguistic expertise. Ask not what NLP can do for you, ask instead what NLP can do for your client.

This 90 minute workshop will give you top tips from a certified NLP practitioner (personally trained by Richard Bandler) and Celebrity English Trainer, Beth Negus.

You may have heard of mirroring body language but who really knows how to anchor the physical and emotional stimuli associated with success so that memory, fluency and confidence fire up instinctively? How can laughter take your client from advanced to proficient? Beth will look at:

- classroom dynamics
- positive affirmation
- reframing
- mirroring
- anchoring
- linguistic programming

Biographical information:

Beth Negus has been teaching English in Munich since 2006. As an experienced trainer specialised in Marketing, HR and Finance, Beth is now a top Corporate Trainer, working with CEO's, Managers, Board Members, Celebrities, Public Speakers and Academics. Managing an exclusive agency in Munich, Beth is the preferred Trainer for top talent Civil Servants, Speech Trainer for internationally-engaged personalities and now increasingly busy in her function as Corporate Coach.

Qualifications:

Dipl. Executive Coaching

NLP Certified Practitioner with Richard Bandler

CELTA qualified

Thomas International - Certified DISC Practitioner

CPP - Certificate in Personnel Practice

1st Class Degree in BA:European Business Administration and German

Session H5 (45 minutes)

Title: Business English: New Businesses, New Approach.

Speaker: Prof. Abderrahman Azennoud

Presentation type: Teaching tips for teachers of Business English

Presentation style: Talk (45 minutes)

Audience: experienced

Summary:

The twenty first century is witnessing a big number of small businesses all around the world most of which rely on technology. For this reason, Business English is to be considered from the 21st century perspective. Of course, Business English, as a branch of ESP, is building its own tradition; however, the unpredictable businesses and economies impose on scholars in the field new approaches. An example of this is the status of tourism and hospitality in Morocco. Nowadays, decision makers are doing the utmost to create brochures that would attract tourists and host 10 million tourists every year. Designers of such brochures are reconsidering the language used in old brochures. Such a goal cannot be achieved without taking into consideration all the new businesses related to tourism.

Biographical information:

Professor Azennoud has been teaching EGP for 34 years and ESP for 14 years. His main concerns are applied linguistics, cultural studies, and knowledge management. He has published and lectured both locally and internationally.

Session H6

Title: Blended learning for business English: how to design it, deliver it, and sell it

Speakers: Cleve Miller

Presentation type: New trends in business

Presentation style: Workshop (90 minutes)

Audience: mixed

On behalf of: English 360

Summary:

Everyone talks about technology in the classroom. However, blended learning proposes that the classroom is not necessarily the place for technology, but rather for *human* interaction and communication, with technology best used as support outside the classroom.

This workshop defines this flipped classroom philosophy, and outlines a project plan so that participants can choose and implement the best technology approach for their teaching, and for their business.

Workshop agenda:

1. Overview of technology in ELT. Advantages/disadvantages of options available.
2. Framework of educational principles for using technology, focusing on curriculum design for blended programs (i.e. what goes online, and what happens in class).
3. Guidelines on how to grow your business by selling your blended learning programs, and communicating benefits to HR, students, and other stakeholders.

Participants will leave the workshop with a personal action plan for blended learning, along with templates, guides, sales presentations, and other essential implementation tools.

Biographical information:

Since 1989 Cleve has designed, managed and taught business English programs in 12 countries to thousands of students in over fifty Global-500 companies. He is the founder and director of the award-winning English360 web platform for business English, and is a frequent speaker at conferences worldwide.

Session H7

Title: Using the internet for learning legal English

Speaker: András Petz

Presentation type: Making use of on-line resources

Presentation style: Workshop (90 minutes)

Audience: experienced

Summary:

Information is now available from many different sources. Learners of legal English can resort to a number of study books, sometimes combined with exercise books, legal dictionaries, internet glossaries, video seminars, as well as blended learning programmes. If only they were suitable for the students' needs in terms of curricula and content.

Can you imagine all this organized in one coherent system?

- An appropriately arranged information source, where you can easily find everything you need in various forms.
- A legal vocabulary which includes not only far-fetched common law phrases but ones used in your own jurisdictions.
- Terms compared with ones that you tend to confuse, with examples and exercises to learn.
- Sample documents, including contracts and legal letters for every situation you can imagine?
- Finally, all this also available through smartphones while you are on the go.

You are welcome to check it out for yourself.

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 teacher at Eötvös Lóránd University, one of the most prestigious institutions of the CEE region.

Session H8 (45 min)

Title: Teaching Presentation Skills in a digital age

Speaker: Elena Matveeva

Presentation type: Making use of on-line resources

Presentation style: Talk (45 minutes)

Audience: mixed

Summary:

Teaching presentation skills is important in Business English. Almost all business employees have to make presentations sooner or later and they are expected to do it professionally. In this talk we will look at the differences in teaching presentation skills in a modern digital age. The constant advance of technology certainly has its influence on teaching presentation skills as well. Some practical tips and ideas of using online resources when teaching presentation skills will be given in the talk.

Biographical information:

Elena Matveeva has been teaching English for Specific Purposes and Business English since 1998. She was a teacher of Demidov State University for 14 years and now teaches at a private language school, ABCschool, and is an invited teacher of extra-curriculum courses at the University. Elena's major interest lies in teaching Business English and ESP to adults and young adults of different levels.

11.00 – 11.30 Coffee break

11.30 – 12.15 Sessions J (45 min)

Session J1

Title: Helping our learners to get their message across

Speaker: Angela Lloyd

Presentation type: In-company courses

Presentation style: Workshop (45 minutes)

Audience: mixed

On behalf of: Cornelsen Schulverlage GmbH

Summary:

Enabling learners to achieve effective oral and written communicative competence is the main goal of in-company language training courses. Communicative competence involves not only knowing the language, but also, by activating social and cultural knowledge, knowing what to say and how to say it appropriately within their specific professional context. Useful exercises must aim to provide the tools learners need to deal successfully with the kind of tasks they have to perform on a regular basis. In this session, I'd like to present some of the ideas I'm working on to develop materials which enable Business English learners to increase their repertoire of effective and appropriate language so that they get their message across to business partners, customers, colleagues, etc. Examples of exercises will be taken from Simply Business, a new series of Business English course books published by Cornelsen Schulverlage GmbH.

Biographical information:

Angela Lloyd has extensive experience of teaching Business, Academic and General English in a variety of contexts in both mono and multilingual classes. She has taught Business English, Academic Study Skills and Intercultural Communication at Brandenburg University of Applied Sciences,

Germany since 2000. During that time, she has taken part in many staff mobility exchanges, including an extended period at Nanjing Institute of Technology, PRC. Angela is also a teacher trainer, oral examiner, and author of a number of Business and General English course books.

Session J2

Title: Sink or swim? Teaching tips to help pre-intermediates stay afloat

Speaker: John Allison

Presentation type: Teaching tips for teachers of Business English

Presentation style: Talk (45 minutes)

Audience: mixed

On behalf of: Macmillan Education

Session simulcast

Summary:

A pre-intermediate Business English class is much like a group of novice swimmers: some have jobs that require them to swim the English Channel, but still won't take their foot off the bottom; others haven't a clue about breathing or body position, but will happily jump in and thrash about in circles until they're half-drowned.

Just like a lifeguard, the pre-intermediate Business English teacher has varied and complex responsibilities: motivating and instilling confidence, helping learners set achievable objectives, transmitting knowledge, developing skills and of course, preventing accidents.

Using sample materials from The Business 2.0 and In Company 3.0, this talk illustrates practical tips and tricks for helping pre- and in-service learners rise to the challenge of acquiring language, skills and content at A2-B1 level.

Biographical information:

John has designed, sold and delivered professional English courses in France since 1980. After many years of squeezing in teaching between sales and management responsibilities, he is now happy to spend more time in the classroom as a teacher and teacher trainer. He takes a special interest in developing management and people skills.

John is also author of Macmillan's The Business 2.0 Pre-intermediate level, as well co-author of In Company 3.0, Macmillan's latest course for Business English, with Mark Powell, Simon Clarke, Edward de Chazal and Ed Pegg (2014).

Session J3

Title: Panel Discussion: How much intercultural competence do Business English teachers need?

Speakers: Kirsten Waechter, Rudi Camerer and Mike Hogan

Presentation type: Cross-cultural awareness

Presentation style: Talk (45 minutes)

Audience: mixed

Summary:

Teaching Business English, we are already facing two challenges: teaching business skills and teaching a language. In addition, intercultural competence has crept into the Business English classroom over the last few years, adding another one. Or has this challenge always been there, but largely ignored? Can we separate language teaching from intercultural teaching— something that applies to English in particular as it is the most widely used language in business? Yet we always deal with individuals and need to take care to avoid the trap of cultural stereotypes.

The panel speakers will briefly challenge some myths that seem to surround intercultural awareness and present different approaches from their work environment to initiate a wider discussion with the

audience, e.g., can country briefings really help when working in multinational teams or what teacher training would need to be provided. Topics to be addressed are the distinction of intercultural, interpersonal and transcultural skills, and language as a carrier of culture versus the communication encounters of individuals.

Biographical information:

Kirsten Waechter: has a long-standing experience of teaching business communication at the interface business English and intercultural courses. She focuses on working with international and virtual teams and is the author of *Emailing in English* and *Meetings in English*, in which she focuses on successful international communication.

Rudi Camerer: directs a language and intercultural consultancy, elc-European Language Competence. elc was awarded the European Language Label for developing teaching materials which combine foreign language teaching with teaching intercultural competence. Rudi is the author of a number of publications including, with Judith Mader, *Intercultural Competence in Business English*.

Mike Hogan: As a director of York Associates, Mike Hogan delivers language, communication skills and international team training to clients throughout Europe. He also co-authored the Cornelsen's 'Business English for Beginners' (A1/A2) and 'Basis for Business' (B1/B2).

Session J4

Title: The Words About Us - catching and coaxing the language of the environment

Speaker: Andreas Grundtvig

Presentation type: Teaching tips for teachers of Business English

Presentation style: Workshop (45 minutes)

Audience: mixed

Summary:

A popular statistic says that people who live in cities are exposed to 5000 advertising messages a day. While this may or may not be true, messages in a second language in the urban environment can be an invaluable learning tool. This workshop looks at the value of noticing and collecting authentic language, and shows how, by analysing this input, we can help students understand grammatical structure as well as pragmatic meaning. It also shares activities aimed at encouraging your students to loosen their dependence on translation tools for business correspondence and ultimately become better communicators.

Biographical information:

Andreas Grundtvig is based in Hamburg, where he is also the CambridgeESOL Centre Manager. In his free time he presents regularly, is the Chair of his local teaching association (HELTA) and an ELT author working for CUP and Cornelsen.

His teaching guides and activities for the Basis for Business series (Cornelsen), were illustrated by his Lithuanian wife Alma.

Beginning his teaching career in 1994, Andreas is passionate about learner autonomy, pragmatics and imaginative learning.

Session J5

Title: Personalisation: Making it happen

Speaker: Claire Hart

Presentation type: Teaching tips for teachers of Business English

Presentation style: Workshop (45 minutes)

Audience: mixed

Summary:

Personalisation: what does that mean for business English trainers? Sometimes it feels like it's something invented by a training coordinator or HR person to create more work for us. On the other hand though, personalisation is something we can use to bring added value to our courses and, as a result, justify a higher fee.

This workshop will focus on how we can bring personalisation, or increased personalisation, into our training courses at three different stages: course design, materials design and in the training room. We will look at and test examples from personalised courses I've taught and the sharing of ideas and experiences from participants will be actively encouraged.

Biographical information:

Claire Hart is a business English and ESP teacher and trainer active in higher education institutions and companies in southern Germany. Her ESP specialisms include technical English and English for logistics. Claire combines teaching with authoring and editing print and digital materials for publication and also writes the majority of materials she uses in her courses. Active in online teacher training courses and professional development events, Claire is also the IATEFL BESIG Joint Web Coordinator.

Session J6

Title: Web meetings: On the design & implementation of an online meetings training pack

Speakers: Pete Rutherford and Rob Szabó

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

Presentation style: Talk (45 minutes)

Audience: mixed

Summary:

In our fast-paced and increasingly globalised world, business people face ever-greater demands to be adept at using changing communication technologies. Over recent years there has been a substantial increase in the use of webconferencing software, and in response to our business English students' needs to contribute effectively when using these platforms, we have created a set of resources for use in-company. These materials focus on developing the skills required for successful online meetings in English. In this session we will present the experimental resources pack we created, as well as share our experiences of creating video, audio and language focus material. Amongst other things, we will look at the use of unscripted recordings and naturalistic transcription to approximate natural English and the implications of using industry-leading software such as WebEx and Adobe Connect, as well as freeware and open-source software. Our ambition is to continue to create relevant, current and challenging material for our students.

Biographical information:

Pete Rutherford works as a business English trainer for Marcus Evans Linguarama in Düsseldorf, Germany. His professional interests include learner autonomy, learning to learn, gamification, and English and communication for human resources.

Rob Szabó specialises in facilitating clear and effective communication between individuals, departments and companies. He works as a business English trainer in Düsseldorf, Germany, for Marcus Evans Linguarama. His interests include sociolinguistics, job mobility and intercultural communication.

Session J7

Title: Maximizing learning opportunities in mixed proficiency classes

Speakers: James Murphy and Clare Magee

Presentation type: Teaching tips for teachers of Business English

Presentation style: Workshop (45 minutes)

Audience: mixed

Summary:

Due to fixed financial and operational constrictions, corporate commissioned classes will often include participants of varying proficiency. Although it is preferable to group students homogeneously, it is more likely they'll be grouped according to their position in the company, regardless of varying proficiency and language education background. This presents challenges for Business English Instructors who are charged with responding to wildly different learning needs in a meaningful and engaging way.

This workshop will outline practical strategies to maximize learning opportunities in the mixed proficiency Business English classroom. The presenters will demonstrate successful activities, such as peer review, student modeling and multi-tiered vocabulary acquisition, that require minimal preparation but result in maximum learner engagement. Approaches to assessment and reporting of mixed proficiency classes will also be discussed. Participants will be able to evaluate the benefits of these activities for their own learning and teaching context.

Biographical information:

James Richard Murphy, BA, MMgt, Cert IBET

Jim is a corporate trainer in the English for Specific Purposes Program at RMIT University Vietnam. Jim has worked in the private, not for profit and government sectors primarily in logistics and public relations. Jim has a strong background in corporate training and likes to create an active learning experience for his classes.

Clare Magee, BA, DipEd, MEd (TESOL)

Clare is the Program Manager for English for Specific Purposes at RMIT University Vietnam. Clare began her career as an English Language Teacher in 1996 and has taught tertiary, secondary and corporate students in Melbourne, Beijing, New York, Dublin, Saigon and Hanoi. Her research interests include authentic assessment and fusion methodology.

Session J8

Title: Skills for today, skills for tomorrow

Speaker: Louis Rogers

Presentation type: English for Academic Purposes (EAP)

Presentation style: Talk (45 minutes)

Audience: mixed

On behalf of: Richmond Publishing

Summary:

When dealing with reading and listening in an academic environment students are faced with significantly extended texts in comparison to many Business English contexts. The challenges of using extended and authentic materials in the classroom are well documented and widely discussed. However, this talk will address authentic and extended materials use from the psycholinguistic perspective of speech decoding and the cognitive and motivational processes that underlie reading and listening ability. Drawing on examples from @Work and Richmond's Business Theories App this talk will highlight some of the different challenges facing different learners and how best to help students cope with these issues.

Biographical information:

Louis Rogers is a freelance ELT writer and Senior Academic Tutor at the University of Reading in England. He's worked on a number of other major titles in Business English, Exams and EAP. Louis also teaches on various EAP, short courses and teacher training programmes at the University of Reading.

12.15 – 12.30 Room change and exhibition

12.30 – 13.15 Sessions K (45 min)

Session K1

Title: Teaching Business English with videos: How to use videos in the classroom and beyond.

Speaker: Philip Gienandt

Presentation type: Teaching with technology and media

Presentation style: Workshop (45 minutes)

Audience: mixed

On behalf of: LinguaTV.com

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 CEO 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 provides online and mobile video lectures and interactive elearning content for learning and teaching languages. LinguaTV was nominated by The British Council for the ELTons International Award for Innovation 2011, was awarded with the European Comenius EduMedia Seal 2010 and received the World Summit Award 2009 for the world's best eContent in the category "elearning and education".

Session K2

Title: DISC Profiling - the ultimate added value for your Business English clients

Speaker: Alison Hail

Presentation type: Methodology

Presentation style: Workshop (45 minutes)

Audience: experienced

Summary:

This talk will focus on Psychometric Profiling with special emphasis on DISC Profiling which the speaker has found particularly effective and relevant to communication skills training. Using examples from the speaker's own experience, this overview will show you where profiling has worked well and which profiling systems are most popular in the UK today. It will then focus on how DISC Profiling can be used by language trainers: first for professional and personal self-development of the individual, and then as a means of improving performance at work by understanding and adapting to

other people's communication preferences. The talk aims to share this popular business tool for self-development, management and communication insights which the speaker has used successfully over the last 10 years in business dealings and in training

Biographical information:

Alison Haill is an executive coach, DISC Profiling specialist and founder of Oxford Professional Consulting, Oxford's best-known boutique provider of coaching and training for international companies. With her team, she helps international leaders and managers make more impact and get the results they want. Originally an EFL/BE teacher for 20 years and BESIG committee-member, Alison now wants to encourage the teaching-coaching interface because of coaching's potential for learners and managers. Author of "The S-Factor A Coaching Handbook", she has trained over 500 teachers in coaching skills. She has 3 coaching qualifications, an MA Hispanic Studies, MA Applied English Linguistics and PGCE-TEFL.

Session K3

Title: Creating Controlled Havoc in ESP Report Writing

Speaker: Dr Tom Cornwall

Presentation type: Teaching writing skills

Presentation style: Workshop (45 minutes)

Audience: mixed

Summary:

Far too often, EFL writing courses do not reflect the real world in that the instructor carefully controls the volume of material students will need to deal with.

This workshop will examine how to make the normal, tightly controlled, fantasy world of the ESP classroom reflect the messy, frustrating business-world experienced by students once they leave the classroom.

During this hands-on workshop, participants will be brought into the world of business letter and report writing and the frustrations it leads to as students approach longer work-related, writing assignments they will need to complete in the real world.

By presenting specific situations and through discussion, participants will examine ways in which the ESP Writing class can, by employing real world content and believable role-plays, prepare students for writing needs outside the confines of a regulated environment, that is, the classroom.

Biographical information:

From teaching engineers in clean rooms to doctors in hospital lounges, from large classes of new recruits to one-on-one with senior executives, from freshmen students to retirees, from EAP classes with 24 to lectures filled with 220+ students, Dr Tim Cornwall, Sasin Graduate Institute of Business Administration of Chulalongkorn University, has been active in EFL and, in particular, ESP in Tokyo, Klagenfurt and Bangkok, for over 30 years.

Session K4

Title: Those Mad Men ... & Women

Speaker: Erica Williams

Presentation type: Materials in business English

Presentation style: Workshop (45 minutes)

Audience: mixed

Session simulcast

Summary:

Advertising is mad. The working environment is fun, unconventional and dynamic. Teaching in this industry can be extremely rewarding and stimulating but also challenging as there is a dearth of published EFL material that goes beyond the superficial to target what professionals in marketing communications truly need to master. In this workshop, we explore the current status of the industry examining its evolution due to new technologies along with its pervasive and rapidly increasing adoption of English due to recent massive global consolidation. Content and materials that address the specific needs of both in-work and pre-work learners are then discussed. The findings are based on the presenter's 15 years' experience working on programmes ranging from apprentice training to preparation of new business pitches at Board level in leading global agency networks and the ongoing development of the English course and qualification for B.A. Communications and Media Management at Düsseldorf Fachhochschule.

Biographical information:

Erica Williams is responsible for Business English in the Business Studies department at the Fachhochschule in Düsseldorf and author of "Presentations in English: Find Your Voice" (Macmillan).

Session K5

Title: Business English – a journey from vocabulary to lexis

Speaker: Andrzej Stęsik

Presentation type: Teaching tips for teachers of Business English

Presentation style: Talk (45 minutes)

Audience: mixed

Summary:

In Business English teaching our priority is to help students communicate effectively. This necessitates focus on lexis, which is the main carrier of meaning. The term to use here is lexis, not vocabulary. This talk will also explore how factual texts can be used as a natural and rich source of Business English words, expressions and collocations.

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 IATEFL BESIG Committee. Together with his wife, Ania, he runs a professional training centre INTERSECTION in Poznan, Poland.

13.15 – 14.00 End of conference gathering, raffle