

# Cambridge English

## Making use of PEO

Marjorie Rosenberg  
25<sup>th</sup> Annual IATEFL BESIG Conference  
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# Cambridge English

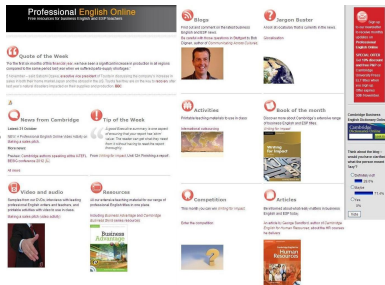
## What is PEO?

- Cambridge University Press website for trainers of Business English and ESP
- Gateway to extra resources for CUP titles
- Source for professionally-produced teaching materials and videos
- Place to go for articles, podcasts and blogs for professional development
- Newsletter to find out the latest about the site.



# Cambridge English What's on PEO?

- Articles
- Podcasts/vodcasts
- Quote of the week
- Jargon buster
- Classroom activities
- Blog posts
- Competitions
- Book of the month
- Polls
- Cambridge news
- Videos
- Tip of the week



# Cambridge English

## How can I use it in class?

- Discuss the quote of the week
- Work with the jargon buster
- Print out and use the full-length activities
- Find resources for Cambridge titles
- Use video activities in class
- Look at the tip of the week



# Cambridge English

## Quote of the week



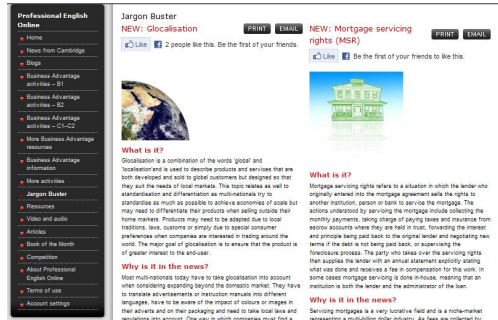
Twenty-seven EU leaders have agreed to set up "a Single Supervisory Mechanism, to prevent banking risks and cross-border contagion from emerging."

22 October – said European Council President Herman Van Rompuy in the announcement that the ECB has been given the powers to act as a supervisor to oversee the 6,000 Eurozone banks. This is seen as a first step to a Eurozone banking union which some feel is necessary in order to help recapitalise struggling banks directly. **BBC**



# Cambridge English

## Jargon buster



## Cambridge English Jargon buster

NEW: BYOD (Bring your own device) PRINT EMAIL

★★★★★

Click on a star to vote (4 Votes)

Like  You and one other like this.



**What is it?**  
BYOD is the abbreviation used to describe the current trend of people using their personal electronic devices in the workplace by connecting them to the corporate network. These devices include laptops, smartphones, and tablets. Bringing your own device to the office and in 2011 a survey showed that nearly 41% of corporate data was being accessed by privately owned devices.

**Why is it in the news?**  
The rise in what has been called IT consumption has shown that, in today's world, IT devices tend to be bought first by consumers for personal use and then by B2B departments in companies. At the start of the IT revolution, this was the other way round but devices became more affordable and people started relying on them at home as well as at work, the purchase patterns changed. Shortly after the start of the new millennium, when the economic factors began influencing the corporate relations, this was soon followed by smartphones and tablets making it necessary for ICT departments to address the issue. In the last few years they have started to integrate the devices and provide technical support for the users.

**How can I use it in class?**  
Ask the students how many of them have a laptop, smartphone or tablet and where they make use of the devices. Then write BYOD on the board and allow the students behind the abbreviation. Ask students if they think the trend of bringing your own device to work is increasing in their companies or institutions, and why.



## Cambridge English Blog and poll

So what do you do exactly? by Bob Dignen

★★★★★

Click on a star to vote (5 Votes)

Like  Be the first to like this.



It may look to be a pretty basic question, and one which we generally hear many days of training. We may even compromise and accept (in a question, and one simpler and less likely to come up).

**Comment**

One of the problems with bringing up the job descriptions and roles of students in the classroom is that the English classroom is a great leveller. People tend to let their barriers down in the lesson, as they know that they are being judged on their language ability rather than their level in the hierarchy. I am just a bit worried that going so far in the lesson could lead to spoiling this dynamic. That said, I might be working in a different context to the majority here, as I teach in-company, but using a General English coursebook and supplementing it with authentic texts and the wonderful materials I find on here.

**Poll**

Do you ask your students about their role and responsibilities?

No 25.9%

Yes 74.1%



## Cambridge English PEO Activities

Professional English Online

Home News from Cambridge Blog Business Advantage activities - B1 Business Advantage activities - B2 Business Advantage activities - C1-C2 More Business Advantage resources Business Advantage information More activities Larger font Resources Video and audio Articles Book of the Month Competition About Professional English Online Terms of use Account settings

**Activities**  
NEW: Strategic planning (B2) PRINT EMAIL

Like  Be the first of your friends to like this.



The activity is suitable for students at B2 (Upper-Intermediate). It can be used on its own, or with Business Advantage Upper-Intermediate Unit 14.

This activity will give your students the opportunity to:

- think about and define strategic planning
- be able to find terms related to their discipline
- be able to understand an article on strategic planning

Download [PDF](#)

**NEW: Setting achievable goals (B2)** PRINT EMAIL

Like  Be the first of your friends to like this.





## Cambridge English Full-length activity

Professional English Online

Making a sales pitch  
Magpie Rosenberg


**Activity**

- determining what makes a good sales pitch
- using B2B in company contexts
- being able to find information in a text
- developing vocabulary
- giving a short business presentation
- working in pairs and role playing
- writing a plan or outline and presenting it
- working with vocabulary and grammar
- working with a worksheet and using it in a presentation
- working with a worksheet and using it in a presentation
- working with a worksheet and using it in a presentation


**Level:** B2

**Notes:** This is a full-length activity with some elements of other materials. It is suitable for use in the classroom and can be used as a resource for students. It is a full-length activity with some elements of other materials. It is suitable for use in the classroom and can be used as a resource for students. It is a full-length activity with some elements of other materials. It is suitable for use in the classroom and can be used as a resource for students.

**Download:** You can print or save this activity. Please note that this activity is a full-length activity with some elements of other materials. It is suitable for use in the classroom and can be used as a resource for students.



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## Cambridge English Professional development

Articles  
Podcasts  
Polls  
Comments  
News from Cambridge

**Cambridge English Language Teaching**

**Professional English Online**  
For the modern business English and ESP teacher

Dear business English / ESP teacher:

Welcome to the homepage section of Professional English Online News. Read on to find out what's been happening across the site in the past 30 days.

**In the Blog**

Our blogger Bob Dignen gave some insights into discussing role and responsibility in class, and we asked 20 you and one other student about their role and responsibility. Here's what readers in Professional English Online said:

No 22.6%

Yes 77.4%

**In Visitor Comments**

As always, Bob highlights an interesting issue around small talk and gets ideas for introducing it into the classroom. It's a great leveller. People tend to let their barriers down in the lesson, as they know that they are being judged on their language ability rather than their level in the hierarchy.

Christopher asked: 'Are you teachers or trainers or both?' What do you think? Visit the site and let us know.



## Cambridge English Which aspects do you think you will use?

**Activities**  
Professional produced teaching materials to include any class.

**Book of the month**  
Discover more about Cambridge's extensive range of business English and ESP titles.

**News from Cambridge**  
Latest 12 September: The second part of the interview with Dr. Feroz Toorpia for Business Advantage is now available.

**Tip of the Week**  
You might like to try the 'shellfish' method with your students, since they tend to put a green card if they fully understand the information, orange if they are unsure and red if they need further in-depth help.

**Podcasts and Podcasts**  
Interviews with leading professional English writers and teachers.

**Resources**  
All our relevant teaching material for our range of professional English titles in one place, including Business Advantage and Dynamic Professional Resources.

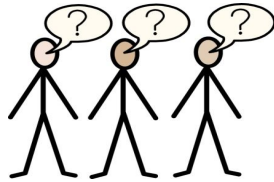
**Blogs**  
Find out any comment on the latest business English and ESP news.

**Jargon Buster**  
A look at vocabulary that is currently in the news.



Cambridge English

Any questions?



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Cambridge English

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attention.

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**BEsig**➔

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