

D3 – Room 103:

Digging Deep to Increase Activation of Language - Workshop

Robert Adams - Learning and Development Manager/Teacher Trainer, Accent 4 Professionals - Krakow, Poland

During my session we will look at some innovative activities to get the most out of the time we have in the class. We will focus on different approaches to activating language to enable your students to actually remember and use the language taught. You will walk out of the session with some fresh and innovative ideas and activities you can use in your class today.

15.40 – 15.55 Coffee Break

15.55 – 16.40 Parallel Sessions E

E1 – Room 107:

How to Add More Value to Your Training Programmes - Talk

Oksana Hera - Freelance Business English Trainer, Ukraine

When we train new corporate clients in Business English, we normally focus on their learning requirements and wishes. However, we as trainers also have our role in the corporate world: we can define this and use it to provide more targeted solutions. In this talk I am going to share ideas about the multiple roles that trainers have in Business English. We will explore how these roles and our experience can be used to create activities which improve our training programmes but also enhance our own business expertise.

E2 – Room 102:

Humour – An Important Business English Skill - Workshop

Geoff Tranter – Freelance Consultant, Dortmund, Germany

It is a well-known fact that humour is a kind of social lubricant that can, if used in an appropriate way, help to make life easier in many contexts. This also applies in particular to the classroom, where humour can help to alleviate difficult moments, both for the students and the teacher! Similarly, in business life, there are many situations in which different types of tension can be relieved. This practical workshop will show a number of activities that can be used to train creative language skills with BE students and thus equip them with the resources for dealing with difficult business life situations.

E3 – Room 103:

Genres in today's workplace – Implications for BE teaching - Presentation

Dr Clarice Chan - Research Assistant Professor, Hong Kong Polytechnic University

This presentation reports on a study that aims to identify the written and spoken workplace English genres that Hong Kong undergraduate interns need to produce during their internships. In this presentation, I explore the extent to which the business English training that these interns have received at university adequately prepares them for the communication demands of today's workplace. I show that business English courses for novice professionals should not be restricted to the more traditional genres; they should instead incorporate some new genres that have resulted from the proliferation of social media and advances in technology. I also discuss ways of incorporating the findings of the study into business English syllabus design.

16.40 – 17.00

Closing Ceremony – Room 107





Studium Języków Obcych
Politechnika Warszawska



1st IATEFL Poland Business English Event in Cooperation with IATEFL BESIG

Saturday, 19th May 2018 at Warsaw University of Technology

Venue: The Faculty of Mathematics and Information Science, ul. Koszykowa 75

Programme:

09.15 Conference Reception Desk Opens

10.00 Opening Ceremony – Room 107

10.15 Keynote Speech: Evan Frendo, Pearson, Germany, and BESIG Co-Coordinator

“Minimizing miscommunication in the workplace“

One of our tasks as business English trainers is to help our learners minimize miscommunication when they use English in their workplace. Such miscommunication typically leads to frustration, or perhaps loss of income, but in some industries it can also lead to serious injury or even death. This session will be in two parts. First we will look at a range of examples of miscommunication in international business contexts, including linguistic, pragmatic and sociocultural. We will then explore some of the options we have as trainers, including analysing needs and activities for the classroom.

11.00 – 11.15 Coffee Break

11.15 – 12.00 Parallel Sessions A

A1 – Room 107: GET OFF MY CASE Studies – Frameworks for the Common (hu)Man

Rob Howard - Business Language Training Institute, Gdansk, Poland

Those new to delivering Business English classes, and even many veterans, hear of the importance of Needs Analysis, Case Studies, Frameworks, Discourse, Formulaic Language, Corpus, Lexis, etc. The terminology can be overwhelming for those who don't understand. This presentation will help demystify and simplify these essentials so teachers feel comfortable and confident implementing these critical aspects in their own classrooms, and offer many useful take-aways for BE teachers to begin utilizing to better prepare students for using English in business with accuracy, fluency and confidence.

A2 – Room 102:**The Conversation Gala - Workshop***Umut Temizkan - English Trainer, Accent 4 Professionals, Poland*

What makes an outstanding lesson? Without question, we all want our learners to be communicative, use their language skills effectively and speak out with confidence. But how can we make sure that we deliver a great session and achieve our aims? The answer may lie within organised, lively and goal-oriented sessions providing lots of speaking and mingling opportunities as in the manner of a social event. By definition, the idea of 'conversation gala' is a social event-like lesson where students mingle, break the ice with each other, speak out, use their critical thinking skills, generate new ideas and learn new vocabulary. Save the date and join the gala!

A3 – Room 103:**The Essentials of Teaching BE - Workshop***Dominique Vouillemin - Business English Trainer, International House, London*

In Business English we are often asked to work with pre-experienced and young professionals "on the threshold of their careers". Usually studying in English, at C1/C2 level, with a sound "knowledge" of grammar, their excellent reading and listening skills make them media fluent and media savvy. How then, as teachers, do we facilitate their learning of new language and lexis so they communicate in English effectively and with precision? This workshop will allow participants to experience a series of robust, easily-run, materials-free task-based activities that generate meaningful output, both in terms of the real-world learner and the business world. Follow-up, feedback and training strategies using emerging language will be considered and exemplified.

12.10 – 12.55 Parallel Sessions B**B1 – Room 107:****Epic Win – a sustainable engagement strategy - Talk***Radek Krzyżanowski - Teacher Trainer, OUP Poland*

Proficiency in English is definitely a basic employability skill no matter what business you work in. Students of business English are becoming more and more demanding - they expect results, in addition to relevant and personalized practice that could take their language performance to the next level. Developing fluency, however, requires continuous, wholehearted involvement and participation. In this talk we are going to demonstrate means of getting results for 21st century teachers, presenting a variety of print as well as digital materials and tools to help you sustain your students' energy and enthusiasm.

B2 – Room 102:**Trainer Know Thyself - Presentation***Maurice Cassidy - Executive Centre Manager, International House, London*

What does 20 years of hiring (and sometimes firing) some of the best talent in Business English teach you? My short presentation will not only lay bare many of the qualities (some obvious, some less so) needed to excel in this profession but will also provide insights into the choices available to trainers at different stages of their career. Various other income-enhancing tips will also be discussed, making this talk relevant to college teachers and in-company freelancers alike.

B3 – Room 103:**1-2-1 Language Training and Coaching in business English - Talk***Andrzej Stęśik - Director, INTERSECTION Training Centre, Poznan, Poland*

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

12.55 – 14.00 Lunch

14.00 – 14.45 Parallel Sessions C

C1 – Room 107: Screen Gemming: simplifying your onscreen images for better retention

Rob Howard - *Business Language Training Institute, Gdansk, Poland*

This workshop will demonstrate how to simplify the images used in your teaching in order to facilitate more engagement, attention and comprehension with your students and your audience. Together, we will produce our own examples and discover how the simplification of imaging will improve learners' accuracy and retention levels.

C2 – Room 102: Be B! – Using Games in a BE class - Presentation

Katarzyna Warszyńska - *Accent4Professionals, Teacher Trainer, Poland*

Business English students also like to play games in class! B is Business! B is Bingo, B is Battleships. In my talk I will show you how we can use these two games to effectively teach Business English functional language. My new take on the old Bingo game will show you how to equally engage both students in a pair-work activity, how to target specific lexis and help students revise/retain it, how you can easily design your own Bingo sheets. This very student-centred activity will change the way you think about the game and teaching BE!

C3 – Room 103: Encountering the Edge – Evolution of BE Teaching - Talk

Nick Hamilton - *Teacher Trainer, International House, London*

Looking back over 35 years' experience in the teaching and training of Business English, I would like to share what for me are the key elements I have noticed and worked with along the way. In particular I highlight both the shift in our understanding of the language we are teaching, and the significance of the international context in which this language is now being used. I also hope to convey something of the satisfaction in exploring innovations in teaching to address the challenges of meeting the language needs of professional people, and the need to keep questioning what we are doing.

14.55 – 15.40 Parallel Sessions D

D1 – Room 107: DIY Design – Marketing Yourself as a BE Trainer - Workshop

Sherri Williams - *Communications Specialist, Germany*

You've done your teaching certification, you invest in professional development, you're a great trainer. But does your visual image reflect this? Through her background in Graphic Design, Business English trainer Sherri Williams knows the importance of good design for logos, business cards, invoices, websites, as well as handouts, cards and course materials. Join her for a practical workshop full of low-cost, DIY ways you can craft your image so you can market yourself as a professional Business English trainer.

D2 – Room 102: Hands-On Tips on How to Teach Research Reports - Workshop

Dr Najwa Sabaa Ayoun-Fares, Dr Mira M Alamuddine, Dr Grasiella Harb, *Lebanon*

In our contemporary competitive world, employees are expected to communicate clearly, both verbally and in writing, in the workplace. Studies reveal that the most In this workshop, we will provide the audience with hands-on activities that will likely help them in teaching their students research skills in their own context. Activities on how to collaborate among peers to define the research problem, formulate accurate research questions which will lead to the development of the literature review and the research design-including methodology and data collection and analysis- will be shared with attendees. The demanded skill at work is business communication, particularly research writing (Kassim & Ali, 2010). However, research also indicates that business students graduate from college and university without having acquired the desired skills of business writing (Robles, 2012. To this end, we at RHU help our students in ENGL 217 course -Professional English Communication- develop the skills of writing a professional research report.