

2015 IATEFL BESIG Budapest Summer Symposium Schedule

Saturday 20 June

8.30 Registration opens

09.00 – 10.30 Opening announcements and plenary

Plenary Session

Title: Beyond the stereotypes: Native and non-native teachers in ESP

Speaker : Jeremy Day

Summary:

It's no longer acceptable to discriminate against people based on their race or their sex. But is it OK to discriminate against English teachers based on their nationality? This delicate question revolves around issues like language proficiency (are non-natives good enough?), teaching style (are natives too touchy-feely?), empathy with learners (don't non-natives understand learners' needs better?), and marketing (can we argue with a client who demands a native speaker teacher?). In my presentation, I'll argue that these issues are about stereotypes, not individual teachers. I'll use the context of English for Specific Purposes (ESP) to confront the stereotypes and to see what, if anything, we can learn from them. I'll argue that discrimination based on nationality is wrong, and that we can all play a part in ending it. And I'll show how ESP teachers and writers can lead the way.

Biographical information:

Jeremy Day is a freelance teacher, writer and editor based in Warsaw, Poland. He specialises in business English and ESP. He was Series Editor of *Cambridge English for ...*, a series of short ESP courses. His twelve teacher's books include *International Legal English*, *Flightpath Aviation English* and *Dynamic Presentations*. He has been a writer/editor on two winners of IATEFL BESIG's David Riley Award for Innovation: *English360* (2010) and *Newsmart* (2014). He is currently working as a writer on several major online courses.

10.30 – 11.00 Coffee break

11.00 – 11.45 Sessions A (45 min)

Session A1

Title: "Niche Marketing in Marketing Communications"

Speaker: Erica Williams

Presentation type: English for marketing

Presentation style: Talk

Audience: Mixed

On behalf of: Fachhochschule (University of Applied Sciences) Düsseldorf, Germany

Session A2

Title: "ESP one:one – balancing ESP concerns with one:one methodology"

Speaker: Rachel Appleby

Presentation type: Methodology

Presentation style: Talk

Audience: Mixed

On behalf of: Oxford University Press

Session A3

Title: Wise words for ESP and business English: “it’s common knowledge”

Speaker: Deborah Capras

Presentation type: Methodology

Presentation style: Talk

Audience: Inexperienced teachers

Session A4

Title: What do companies need?

Speaker: Csaba Kálmán

Presentation type: Other

Presentation style: Talk

Audience: Mixed

Session A5

Title: Vocabulary acquisition through extensive reading in the BE classroom

Speaker: Maribel Ortega

Presentation type: Other

Presentation style: Talk

Audience: Mixed

Session A6

Title: Exercise bank for business English

Speaker: András Petz

Presentation type: Other

Presentation style: Talk

Audience: Mixed

11.45 – 12.00 Break

12.00 – 12.45 Sessions B (45 min)

Session B1

Title: Using corpora to design materials for the automotive industry

Speaker: Evan Frendo

Presentation type: Materials

Presentation style: Talk

Audience: Mixed

Session B2

Title: The Neglected Skill of Mediation - What, How and Why from an EfBP/ESP Perspective

Speaker: Geoff Tranter

Presentation type: Methodology

Presentation style: Talk

Audience: Mixed

Session B3

Title: Teaching B.E. & ESP with 21st Century Methods & Tools
Speakers: Julianna Dudás , Zsuzsanna Illyés Gárdosné, and Annamária Gellai
Presentation type: English for ICT
Presentation style: Talk
Audience: Mixed
On behalf of: I.L.I. International Languages Institute Ltd.

Session B4

Title: Spoken Business English, systemic functional linguistics and power games
Speaker: Rob Szabó
Presentation type: Methodology
Presentation style: Talk
Audience: Experienced teachers

Session B5

Title: Seamless stitching — Learn how to write with coherence and cohesion in 90 minutes
Speaker: Ákos Gerold
Presentation type: Methodology
Presentation style: Workshop
Audience: Mixed

Session B6

Title: From Business 2 Fun Corporate English
Speakers: Jasmina Latinovis and Tatjana Stanimirovic
Presentation type: Materials
Presentation style: Workshop
Audience: Mixed

12.45 – 14.00 lunch break

14.00 – 14.45 sessions C (45 min)

Session C1

Title: Doing The Hub – Working towards an improvisational classroom
Speaker: Roy Bicknell
Presentation type: Methodology
Presentation style: Workshop
Audience: Mixed

Session C2

Title: Interest rates improve with English for Banking and Finance
Speaker: Marjorie Rosenberg
Presentation type: English for finance
Presentation style: Workshop
Audience: Mixed

Session C3

Title: The 10 best BESIG Homework tasks to inspire your students

Speaker: Bren Brennan

Presentation type: Materials

Presentation style: Workshop

Audience: Mixed

Session C4

Title: Using transcripts of authentic workplace talk in business English teaching

Speaker: Dr Clarice S. C. Chan

Presentation type: Methodology

Presentation style: Talk

Audience: Mixed

Session C5

Title: Peace of mind in the comedy of errors: trainer motivation and student performance

Speaker: Manuela Hock

Presentation type: Other

Presentation style: Talk

Audience: Mixed

Session C6

Title: Teaching Business English in the New Digital Age

Speaker: Dr Olga Ogurtsova

Presentation type: Methodology

Presentation style: Talk

Audience: Inexperienced teachers

14.45 – 15.15 coffee break

15.15 – 16.00 – sessions D

Session D1

Title: Turning Points and Decisions in the Business English Classroom

Speaker: Mary Sousa

Presentation type: Methodology

Presentation style: Talk

Audience: Mixed

Session D2

Title: Stories in Business English

Speaker: Andrew Wright

Presentation type: Stories in Business English

Presentation style: Workshop

Audience: Mixed

On behalf of: I.L.I. International Languages Institute Ltd.

Session D3

Title: Pedagogy or tech? Bringing technology into low-tech environments

Speaker: Paul Walsh

Presentation type: Other

Presentation style: Talk

Audience: Mixed

Session D4

Title: Creativity is a Business Skill

Speaker: Csilla Jaray-Benn

Presentation type: Methodology

Presentation style: Workshop

Audience: Mixed

Session D5

Title: You're Hired! Finding And Successfully Navigating The Job Application Process

Speaker: Dr Linda Gerena

Presentation type: English for HR

Presentation style: Workshop

Audience: Mixed

Session D6

Title: English at work: A case study of engineering graduates

Speakers: Aysem Otkur and Dr. Hale Kızılcık

Presentation type: English for engineers

Presentation style: Talk

Audience: Mixed

16.00 – 16.15 – break

16.15 – 17.00 sessions E

Session E1

Title: Soft Skills for Medicine and Beyond: Breaking Bad News

Speaker: Ros Wright

Presentation type: Other

Presentation style: Talk

Audience: Mixed

Session E2

Title: Building Project Management, Brick by Brick

Speaker: Nathan Arthur

Presentation type: English for engineers

Presentation style: Talk

Audience: Mixed

Session E3

Title: Using peer assessment for improving speaking and writing skills.

Speaker: Eoin Geraghty

Presentation type: Methodology

Presentation style: Workshop

Audience: Mixed

On behalf of: Digital Assess

Session E4

Title: Project Based Learning in the 21st century business classroom

Speaker: Joanna Szoke

Presentation type: Methodology

Presentation style: Workshop

Audience: Mixed

Session E5

Title: The Process versus Product Approach to Teaching Business Presentations

Speaker: Dr Jasmina Szdovska

Presentation type: English for finance

Presentation style: Workshop

Audience: Mixed

Session E6

Title: Developing letter writing skills

Speaker: András Petz

Presentation type: Other

Presentation style: Talk

Audience: Mixed

17.00 – 17.45

- speed networking

- raffle

- closing the Symposium by Marjorie Rosenberg, IATEFL President