1st IATEFL BESIG Online Conference

Business English and ESP Materials

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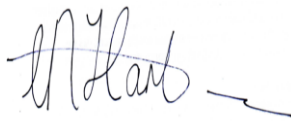
The 1ˢᵗ Annual IATEFL BESIG Online Conference

Dear Participant,

The 1ˢᵗ Annual Online Conference is a landmark event for IATEFL BESIG. It marks the first time an IATEFL conference has been entirely held online. The increasing popularity of the Weekend Workshops, the success of the 'Designed for Business' five-week Electronic Village Online course and the success of simulcasting talks from across the world during the Annual Conference is a testament to the fact that there is genuine enthusiasm for and interest in online events within the business English teaching community.

The benefits are clear: the ability to interact with Business English and ELT professionals across the globe with a shared interest in learning and professional development. With nearly 700 members, IATEFL BESIG is IATEFL's largest SIG and the number of members from countries outside of Western Europe is only growing. In this conference alone, there will be presenters from four continents and delegates from even more - the plenary speakers alone are an ocean apart – and despite the differences in time zones and cultures, among all is a desire to share knowledge and connect with others across the field of Business English.

These sessions will be recorded and available for all IATEFL BESIG members but we encourage you to participate as actively as possible to enjoy the full benefits of taking part in an Online Conference. We hope you enjoy a great day focussing on Business English and ESP materials and, if possible, look forward to seeing you face-to-face in Prague!

Best Regards,

Claire Hart
IATEFL BESIG Web Coordinator

BESIG, the Business English Special Interest Group of IATEFL, http://www.iatefl.org, is a truly professional body representing the interests and serving the needs of the international business English teaching community.

http://www.besig.org

The 1st Annual IATEFL BESIG Online Conference

The Online Conference Team

Claire Hart
Kristen Acquaviva
Roy Bicknell
Carl Dowse
Matt Halsdorff
Michelle Hunter
Christina Rebuffet-Broadus
Charles Rei
Andi White

The IATEFL BESIG Online Team

Justine Arena
Matt Halsdorff
Michelle Hunter
Peter Rutherford
Mercedes Viola

General coordination: Claire Hart
Adobe room concept: Mercedes Viola
Music: Roy Bicknell
Programme: Kristen Acquaviva
Speaker coordination: Kristen Acquaviva

The Online Conference Team and the IATEFL BESIG Online Team would also like to thank the following people for their immeasurable help and support:

Marjorie Rosenberg, Louise Atkins, Gavin Dudeney, Mike Hogan, and
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1st Annual IATEFL BESIG Online Conference

Conference Overview

7.00–9.00 GMT	Plenary talk
8.00- 8.45 GMT	Workshops
9.00–9.45 GMT	Workshops
10.00–10.30 GMT	How to sessions
11.00–12.00 GMT	Plenary talk
12.00–12.45 GMT	Workshops
13.00–13.30 GMT	How to sessions
14.00–14.45 GMT	Workshops

On Joining the Sessions

There is no need to register or sign up for the Online Conference. Simply go to this link:
http://www.besig.org/events/conferences/Joining_the_IATEFL_BESIG_Online_Conference.aspx

We will be using the Adobe Connect virtual conferencing platform to host the conference. If you are unsure as to whether your computer meets the technical requirements needed for that platform, we recommend that you take a look at the Adobe Connect support site and look at the first section of the technical requirements table: http://helpx.adobe.com/x-productkb/multi/system-requirements-connect.html#main_role01

In order to take part in a session, you need to do the following:

1) Click on the link for the session

2) Select 'Enter as Guest;

3) Enter your name and the country where you are on the day of the conference in the box provided

4) Click on 'Enter room'

IATEFL BESIG Online Conference 2013 Schedule

7.00 – 8.00 GMT Plenary	Evan Frendo Investigating discourse practices within a company			
8.00 – 8.45 GMT Workshop *On behalf of*	A1. Roy Bicknell GUERILLA! GUERILLA! GUERILLA! – A subversive approach to classroom materials	A2. Claire Hart From needs analysis to communication situation analysis: An ESP teacher´s toolkit *Cambridge University Press*	A3. Faisal Shamali Ice Breakers, Warm Ups for All Ages	A4. Ros Wright English for Dolphin Trainers: Developing Your Own ESP Materials
9:00 – 9:45 GMT Workshop *On behalf of*	B1. Jeremy Day Self-publishing: a quiet revolution in ESP *ESP SIG, English 360*	B2. Kristen Acquaviva Off the agenda: working spontaneously with Business English materials	B3. Angela Lloyd Helping learners to get their message across	
10:00 – 10:30 GMT How to *On behalf of*	C1. Nick Robinson & Byron Russell (til 12.15) How to join a group of materials writers *MaWSig*	C2. Christine Sick How to create your own online materials with the e-&mLearning Publisher *Eurokey Software GmbH*	C3. John Hughes How to avoid the top ten basic mistakes when writing Business English materials for publication	C4. Marjorie Rosenberg How to write Business English activities *Cambridge University Press*
11:00 – 12:00 GMT Plenary	Vicki Hollett Perils and delights of video in the business English classroom			
12:00 – 12:45 Workshop *On behalf of*	D1. Nick Michelioudakis Motivation Maximisers=Commericals in Class	D2. Ed Pegg It might seem simple but still worth practicing	D3. Valentina Dodge (til 12.30) Pause and play: Control, choice and variety in blended learning courses *English360*	D4. James Schofield* Using stories in Business English course material *Simulcast from Stuttgart, Germany*
13:00-13:30 How to *On behalf of*	E1. Carol Heiberger Using ExecuSpeak Dictionary to Accelerate Learning: Interactive Demonstration and Access to the Mobile Application *ExecuSpeak Dictionary*	E2. Rebecca Evans Thirty minutes, three apps, one lesson: Making the most of mobile learning *Macmillan Education*	E3. Csilla Jaray-Benn The Question is Your Answer. How to give the power of asking questions to learners?	E4. Mike Hogan Get real! How to shift the balance in your training
14:00-14:45 Workshop	F1. Silvia Enriquez Simpler and Better Teaching and Learning with the Internet	F2. Dana Poklepovic A Framework for Materials Writing	F3. Sarina Molina Offering English Language Training for Youth Professional Development in Business English in Nairobi through Mobile Technology	F4. Mercedes Viola SHARING EXPERIENCES – Material Design and the Use of Technology *Simulcast from Montevideo, Uruguay*

Links to Sessions

7.00 (GMT)- 8.00 (GMT) - Opening Plenary

Evan Frendo "Investigating discourse practices within a company"
http://iatefl.adobeconnect.com/frendo/

8.00 (GMT)- 8.45 (GMT) - Four simultaneous workshop sessions

A1. Roy Bicknell "GUERILLA! GUERILLA! GUERILLA! – A subversive approach to classroom materials"
http://iatefl.adobeconnect.com/rbicknell/
A2. Claire Hart "From needs analysis to communication situation analysis: An ESP teacher´s toolkit"
http://iatefl.adobeconnect.com/hart/
A3. Faisal Shamali "Ice Breakers, Warm Ups for All Ages"
http://iatefl.adobeconnect.com/fshamali/
A4. Ros Wright "English for Dolphin Trainers: Developing Your Own ESP Materials"
http://iatefl.adobeconnect.com/rwright/

9.00 (GMT)- 9.45 (GMT) - Three simultaneous workshop sessions

B1. Jeremy Day "Self-publishing: a quiet revolution in ESP"
http://iatefl.adobeconnect.com/jday/
B2. Kristen Acquaviva "Off the agenda: working spontaneously with Business English materials"
http://iatefl.adobeconnect.com/acquaviva/
B3. Angela Lloyd "Helping learners to get their message across"
http://iatefl.adobeconnect.com/alloyd/

10.00 (GMT)- 10.30 (GMT) - Four simultaneous "how to" sessions

C1. Nick Robinson & Byron Russell "How to join a group of materials writers"
http://iatefl.adobeconnect.com/robinsonrussell/
10.00 (GMT)- 10.30 (GMT)
C2. Christine Sick "How to create your own online materials with the e&m Learning Publisher"
http://iatefl.adobeconnect.com/csick/
C3. John Hughes "How to avoid the top ten basic mistakes when writing Business English materials for publication"
http://iatefl.adobeconnect.com/jhughes/
C4. Marjorie Rosenberg "How to write Business English activities"
http://iatefl.adobeconnect.com/mrosenberg/

11.00 (GMT)- 12.00 (GMT) - Plenary with Vicki Hollett
Vicki Hollett "Perils and delights of video in the business English classroom"
http://iatefl.adobeconnect.com/vickihollet/

12.00 (GMT)- 12.45 (GMT) - Four simultaneous workshop sessions
D1. Nick Michelioudakis "Moivation Maximisers=Commercials in Class"
http://iatefl.adobeconnect.com/nmichelioudakis/
D2. Ed Pegg "It might seem simple but still worth practicing"
http://iatefl.adobeconnect.com/epegg/
D3. Valentina Dodge "Pause and play"
http://iatefl.adobeconnect.com/vdodge/
D4. James Schofield "Using stories in Business English course material"
 http://iatefl.adobeconnect.com/jschofield/

13.00 (GMT)- 13.30 (GMT) - Four simultaneous "how to" sessions

E1. Carol Heiberger "Using ExecuSpeak Dictionary to Accelerate Learning: Interactive Demonstration and Access to the Mobile Application"
http://iatefl.adobeconnect.com/cheiberger/
E2.Rebecca Evans "Thirty minutes, three apps, one lesson: Making the most of mobile learning"
http://iatefl.adobeconnect.com/revans/
E3. Csilla Jaray-Benn "The Question is Your Answer. How to give the power of asking questions to learners"
http://iatefl.adobeconnect.com/cjaraybenn/
E4. Mike Hogan "Get real! How to shift the balance in your training"
 http://iatefl.adobeconnect.com/mhogan/

14.00 (GMT)- 14.45 (GMT) - Four simultaneous workshop sessions

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http://iatefl.adobeconnect.com/senriquez/
F2. Dana Poklepovic "A Framework for Materials Writing"
http://iatefl.adobeconnect.com/dpoklepovic/
F3. Sarina Molina "Offering English Language Training for Youth Professional Development in Business English in Nairobi through Mobile Technology"
http://iatefl.adobeconnect.com/smolina/
F4. Mercedes Viola "SHARING EXPERIENCES - Material Design and the Use of Technology"
http://iatefl.adobeconnect.com/mviola/

Plenary Talk with Evan Frendo

7.00-8.00 GMT
http://iatefl.adobeconnect.com/frendo/

Investigating discourse practices within a company
I have been writing company in-house materials for around twenty years. These writing projects have ranged from producing worksheets for use with my own classes, to writing department specific materials for other trainers to use, to managing up to 20 writers at a time working to very specific briefs and deadlines for large multinationals.

In this session I would like to share some of the lessons I have learned about investigating the discourse practices within a company, a necessary prelude to any in-house writing project. There are two parts to the session. First I will explain how concepts like discourse communities and communities of practice provide a useful theoretical framework for investigating discourse. And then I will demonstrate some of the tools and techniques I use to gather the data I need in order to write the materials.

Evan Frendo is a freelance trainer, teacher trainer and author based in Berlin. A frequent speaker at conferences, he also travels regularly in Europe and Asia to run courses or to work as a consultant. He has considerable experience in the writing of company in-house training materials, and has built up several industry-specific corpora which he uses to inform his work. He has also published nearly twenty textbooks with mainstream publishers. His latest, How to Write Company In-House Material, is to be published by ELT Teacher 2 Writer in June 2013. For more details please visit his blog,
http://englishfortheworkplace.blogspot.de/

Plenary Talk with Vicki Hollett

Perils and delights of video in the Business English classroom
"Media are mere vehicles that deliver instruction but do not influence student achievement any more than the truck that delivers our groceries causes changes in our nutrition." Richard E. Clark, 1983.

 Is video just another medium of instruction or does it have attributes that make it particularly powerful for business English teaching? Is it essentially a passive piece of tech that comes in handy when everyone wants a break, or might it be the most powerful active teaching tool we have for targetting the needs of business English learners? And video has been around a long time now, so what can research tell us about some of its potential pitfalls and benefits for learning?

I'm a teacher, author, and more recently, a video producer and in this talk I'll be exploring some of the perils and delights of using video materials with business English learners.

Vicki Hollett is the author of many print business English courses for Oxford University Press, Pearson, including two first prize winners in the English Speaking Union´s ESP Book Competition. She has also worked on three Oxford video courses including Meeting Objectives, and recently published a new video course with English360. Vicki is a graduate of Reading and Essex universities and she has taught English in Japan, Algeria, the UK and USA. She has been a trainer for the LCCI Diploma in Teaching English for Business, the New School´s MA TESOL programme and she has run hundreds of workshops for teachers in Asia, the Middle East, South America and throughout Europe. British by birth, she now lives in Philadelphia where she is learning to speak ´merican, expanding her Adobe Premiere Pro and After Effect skills and making videos.

8.00-8.45 GMT Workshops

A1. GUERILLA! GUERILLA! GUERILLA! – A Subversive Approach to Classroom Materials
Roy Bicknell http://iatefl.adobeconnect.com/rbicknell/

Guerrilla makes new connections, Guerrilla turns materials on their head, Guerrilla is subversive. I will first explain the underlying rationale as I feel there is a need for a radically different approach to materials that combines fun and learning activities, while extending their potential and going beyond warmers and energisers. We will first explore DADA-inspired CUT-UP and FOLD-IN techniques using standard materials such as newspapers and magazines or similar media. Then I will show how material in the BROADEST sense of the word from inside and outside the classroom can be used to create activities that sensitise students to relevant language usage. The final part is dedicated to creating new classroom activities online with the workshop attendees for immediate use in their own Business English classrooms. Do you want to discover your own inner Guerrilla and get students to discover theirs too? Just attend this workshop!

Roy Bicknell teaches Business English and Intercultural Communication at Interlingua, a private school in Amsterdam. He writes a column (The Practice) for Business Issues, is Editor-in-chief of the BESIG Editorial Team (BET) and is a new member of the IATEFL Publications Committee. Roy is infinitely curious as an ELT professional and some key areas of personal interest are reflective teaching, classroom dynamics and off-the-wall learning strategies.

A2. From needs analysis to communication situation analysis: An ESP teacher´s toolkit
Claire Hart http://iatefl.adobeconnect.com/hart/
On Behalf of: Cambridge University Press

One of the most challenging parts of delivering ESP courses tends to be tailoring course content to your learners´ specific needs and contexts. How successful we are in rising to this challenge is usually determined by how effectively and efficiently we carry out some form of needs analysis at or prior to the start of a course.

This interactive workshop will look at what ingredients you need to create an effective ESP needs analysis for in-work learners in an increasingly interconnected and hybridised world. We will explore what a communication situation analysis is, how it works in practice and how it can help us using materials designed for that purpose and the presenter´s experience of working with them in corporate ESP training.


Claire Hart is a Business English and ESP trainer based in Southern Germany. She has considerable experience of English and communication skills training in corporate contexts and specialises in creating tailor-made courses designed to meet the individual needs of in-work learners. Claire has worked in a number of areas of ESP, including engineering, finance, procurement and quality assurance. She combines training with teacher training and materials development projects. As the current IATEFL BESIG Web Coordinator, Claire maintains the BESIG website and organises online events and professional development courses. Claire shares Business English lesson plans and ideas at: www.businessenglishlessonplans.wordpress.com.

8.00-8.45 GMT Workshops

A3. Ice Breakers, Warm Ups for All Ages
Faisal Shamali http://iatefl.adobeconnect.com/fshamali/

Teachers give less attention than they should for icebreakers and warm-ups. Instead, they spend too much time preparing worksheets to introduce and practice the target language. They enter classes unprepared for the first five or ten minutes. This workshop will say goodbye for worksheets, say HI to something more fun, and pull games out of a 'bag of tricks' A well-planned icebreaker and warm-up offers more towards the lesson than just a bit of fun. Icebreakers and warm-ups set the tone of the class; raise energy levels; get the students into 'English Mood'; serve as springboards into the target language; allow teachers to sit back, observe, and assess students' abilities and open class discussions. This workshop will shed more lights on principles of brain/mind-based learning, a community of learners, learning theories, characteristics of ice breakers and warm-ups, and why, how and when teachers can use them effectively.
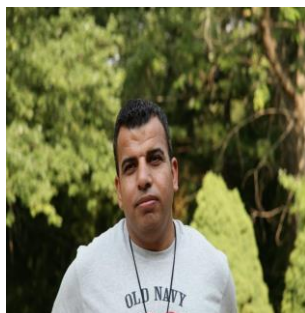
Faisal Shamali has a BA and MA in English. He has been teaching English since 1994 in Jordan, Saudi Arabia, Qatar, Thailand and Oman. He has the TEYL and E-Teacher Professional Development certificates from UMBC, USA 2010. He has the 'Shaping the Way We Teach English' Certificate from UO, USA 2011. He attended and presented at numerous international virtual and face-to-face conferences such as TESOL and Wiziq. He reviewed proposals for the TESOL Convention 2012 and will review them for 2013. He is currently teaching at a college in Oman.

A4. English for Dolphin Trainers: Developing Your Own ESP Materials
Ros Wright http://iatefl.adobeconnect.com/rwright/

TV journalist, podiatrist, dolphin trainer or air traffic controller; the life of the ESP trainer is far from dull, but it can be challenging. Teaching learners from 4 or 5 different sectors at a time is not unusual for my colleagues here in France. And whether they be pre- or in-work learners, finding materials that are specific to their exact needs is virtually impossible.

This practical workshop will begin by introducing the principles behind ESP materials-writing: the use of real-world tasks, authentic materials and lexis, and the need to improve learner performance. The presenter will then take you through the different steps involved, using examples from medical and management English courses, before providing a simple but adaptable framework to help you design your own ESP materials whatever the discipline.

Twice President of TESOL France, **Ros Wright** is a freelance coursebook writer and teacher-trainer specialising in Medical English. She has taught learners from areas as diverse as medicine, marketing, the automobile sector and haute couture. With an MA in ELT Materials Development, experience as an ESP editor and co-author of five ESP coursebooks, Ros possesses an all-round vision of the ESP materials-writing process. In 2008 Ros won the BESIG David Riley Award for Innovation in Business English and ESP for 'Good Practice' (CUP). Her latest title, 'How to Write ESP Materials' (www.ELTteacher2writer.com), is now available.

9.00-9.45 GMT Workshops

B1. Self-publishing: a quiet revolution in ESP
Jeremy Day http://iatefl.adobeconnect.com/jday/
On behalf of: English 360, ESP SIG

As ESP teachers, we spend huge amounts of time creating our own materials to meet our learners' specific needs. But we may only ever use each course with one class. Meanwhile, another ESP teacher on the other side of the world is struggling to write almost exactly the same course to use with her own class. There's got to be a better way. My dream is a global ESP community where ESP teacher-writers share their work with others from the same ESP niche; to create an on-line bank of quality-assured content for every field and sub-field of ESP. In this workshop, I will show how new developments in self-publishing are turning this dream into reality. We'll look at actual case studies of how real teachers are using this new publishing model to create tailored courses for very specific groups of learners – and getting paid for their hard work.

Jeremy Day is Editorial Director of English360, a blended learning platform specialising in Business English and ESP. He is Series Editor of *Cambridge English for …*, a series of short ESP courses. He has written around 12 teacher's books for Business English skills and ESP, including *International Legal English*, *Flightpath* (Aviation English), *Dynamic Presentations* and *International Negotiations*. He is co-author of *Active Grammar 3* (Cambridge) and *New Success Upper Intermediate* (Pearson). He has recently been appointed Membership Secretary of IATEFL's ESP SIG. He works from home in Warsaw, Poland.

B2. Off the agenda: working spontaneously with Business English materials
Kristen Acquaviva http://iatefl.adobeconnect.com/acquaviva/

Business English learners can comprise a wide range of occupations and fields so it is necessary for modern Business English teachers to be able to adapt course material to their learners. Yet, the modern trainer needs to go behind customization and be ready to work spontaneously with the materials at hand.

In this practical workshop, we will examine means of making spontaneous and functional speaking tasks from written course material as well as authentic materials to ensure that learners receive the focused and dynamic training they need.

Kristen Acquaviva is a freelance business and technical English trainer and teacher trainer based in Germany. She offers a range of courses including in-company training, intensive seminars, and continuing education classes. She studied Linguistics and holds an MA in TESOL. She is on the IATEFL BESIG Editorial Team (BET). Her additional professional interests include exploring learning technologies in a Business English context and ESP/Business English course design.

9.00-9.45 GMT Workshop

B3. Helping learners to get their message across
Angela Lloyd http://iatefl.adobeconnect.com/alloyd/

Our learners are busy people who need to perform effectively in English. The challenge for us is to plan lessons which engage their interest, increase their confidence and provide them with relevant language input and practice. In this webinar, we will consider how we can create materials which tap into the real-life needs of learners, which invite them to personalize the topics covered and which give them frameworks for generating their own language and enhancing their performance. The focus will be on general Business English and NNS to NNS interaction.

Angela Lloyd has extensive experience of teaching General, Academic and Business English, most recently at Brandenburg University of Applied Sciences, Germany and Nanjing Institute of Technology, China. She has also worked as a teacher trainer in Germany and China. Angela has authored General and Business English titles for Cornelsen Verlag and OUP and has developed Business English materials for projects funded by the EU Lifelong Learning Programme.

10.00-10.30 GMT How to sessions

C1. How to join a group of material writers
Nick Robinson & Byron Russell http://iatefl.adobeconnect.com/robinsonrussell/
On behalf of: Material Writer's (MaW) SIG
N.B. This workshop will run from 10.00-10.15 GMT.

IATEFL has recently welcomed a new SIG--Materials Writing or MaW SIG. The SIG reflects and recognises the fact that the majority of EFL teachers are also materials writers, whether they´re writing activities to use in their own classes or writing coursebooks and other resources for publication. Nick Robinson and Byron Russell, the new SIG´s joint-coordinators, aim to create a community of best practice for materials writers and to establish mentor-mentee relationships within the SIG to help those who new to materials writing develop professionally. In this session, you will find out more about the SIG, its future plans and how you can get involved.

Nick Robinson runs Nick Robinson ELT Author Representation, an agency designed to help teachers become materials writers. He's also the ELT Content Director of Small Epic, an open space for teachers to publish and sell their own ELT resources, and is the joint co-ordinator of the IATEFL Materials Writing SIG, MaWSIG. He's worked in ELT publishing since 2004, as a Marketer, Editor, and Brand Manager at Cambridge University Press and as Publishing Manager of English360. He's written numerous books for CUP, including *Cambridge English for Marketing* (2010). Before that, he taught in Barcelona, specialising in Business English and ESP.

Byron Russell is the joint co-ordinator of the IATEFL Materials Writing SIG, MaWSIG. Initially he worked extensively as an EFL teacher in the UK and Italy before moving into educational publishing, and has since spent over twenty years in the industry, holding senior management posts with leading corporations including Pearson and Berlitz. In 2001 he started his own consultancy, Woodstock Publishing Partnership Ltd, which provides strategic planning, business development and editorial project management to ELT and MFL publishers.

C2. How to create your own online materials with the e- &mLearning Publisher
Christine Sick http://iatefl.adobeconnect.com/csick/
On behalf of: Eurokey Software GmbH

As learners are becoming increasingly mobile, there is a growing demand for online language learning materials for use not just on the PC but also on a number of mobile output devices. In this session, we will show how to use the e-&mLearning Publisher (emPL), which has been developed by EUROKEY on the basis of experience gained during the development of TechnoPlus English 2.0, a multimedia language learning programme for Technical English and Business English. The emLP will now allow teachers who do not have any programming know-how to create e&mLearning content and publish it - without any modification required - for use on different output devices such as PCs, tablets and smart phones.

Christine Sick is currently Head of Applied Languages at the School of Engineering of the University of Applied Sciences 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.

10.00-10.30 GMT How to sessions

C3. How to avoid the top ten basic mistakes when writing Business English materials for publication
John Hughes http://iatefl.adobeconnect.com/jhughes/
N.B. This workshop will run from 10.00-10.45 GMT.

Business English and ESP teachers all need to be able to write materials in order to make their lessons need-specific. These materials often work in the hands of the author but fail when they are used by other teachers. This is the key difference between writing 'self-use' materials and 'publically-used' materials. In this session, I'll share with you the top ten writing mistakes that many novice ELT writers make. This list is drawn from my years of writing published Business English books as well as training and mentoring new ELT writers. It's a list which will help you spend less time on dealing with rubrics, gapfills, and comprehension questions and allow you more time on producing stimulating, relevant materials. It's also the list I wish someone had given me when I first started writing!

John Hughes is a well-known ELT author. His Business English books (as author and co-author) include: Business Result, Successful Meetings, Successful Presentations (Oxford), Telephone English (Macmillan) Total Business 2, Success with BEC Vantage (Summertown and Cengage). He is also a teacher trainer and runs training for schools on how to write their own in-house ELT materials.

C4. How to write Business English activities
Marjorie Rosenberg http://iatefl.adobeconnect.com/mrosenberg/
On behalf of: Cambridge University Press
These days, teachers expect online supplementary materials for printing and photocopying. The activities offer additional practice, reinforce vocabulary or simply provide impetus for speaking or discussion. There are several factors to keep in mind when creating these types of materials. It is important to provide a lead-in to get students interested, give them language they will need to do tasks and make reading a text or watching a video interactive. Finishing off an activity should include output from students, for example a role play, simulation, mini-presentation or debate, and can include follow-up activities using the internet. The activities created for the Cambridge University Press website, Professional English Online (www.cambridge.org/elt/pro), take these factors into account. In this 30-minute how-to session, find out how they are conceived, the ideas which go into them and how to achieve a flow in a supplementary lesson which can be used in a variety of situations.

Marjorie Rosenberg teaches at the University of Graz, trains teachers, works with corporate clients and is an active conference presenter. She has been writing materials for the Cambridge University Press website Professional English Online for the last few years. She is interested in combining teaching with materials development and takes the opportunity to try out new ideas with her learners. Some of the publishers she has worked for include Cambridge University Press, Pearson, Cengage-National Geographic and Delta. Marjorie is currently the coordinator of IATEFL BESIG.

12.00-12.45 GMT Workshops

D1. Motivation Maximisers: Commericials in Class
Nick Michelioudakis http://iatefl.adobeconnect.com/nmichelioudakis/

As teachers we always try to come up with interesting ideas. But why rediscover America? There are people out there who get paid a fortune to do just that – they are called advertisers. Why use commercials? Because they are authentic and easy to find, because students can easily relate to them, because they are short and flexible but above all – because they are fun! Are commercials useful for Business English? Of course they are! Commercials are about products and services – which is what businesses sell. The possibilities for role-plays, student-designed ads, discussions about marketing strategies and their effectiveness as well as debates on ethical issues are endless!

How can we use commercials? We can use them as warm-ups, as stimuli for discussion, for listening AND reading practice, and as the perfect way to wrap-up a lesson. The workshop will demonstrate practical, easy-to-use techniques and illustrate them with some fantastic commercials.

Nick Michelioudakis (B. Econ., Dip. RSA, MSc [TEFL]) is a Teacher/Trainer based in Greece. In his years of active involvement in the field of ELT he has also worked as a presenter, examiner and Oral Examiners trainer. His love of comedy led him to start the 'Comedy for ELT' project on YouTube. He has written numerous articles on Methodology, while others from the 'Psychology and ELT' series have appeared in many countries. His interests include one-to-one teaching and student motivation as well as Social and Evolutionary Psychology. For articles or handouts of his, you can visit his site at http://www.michaelioudakis.org .

D2. It might seem simple but still worth practicing
Ed Pegg http://iatefl.adobeconnect.com/epegg/

Current business English materials tend to over focus on set piece events, such as meetings and negotiations, often neglecting everyday forms of communication that take up the majority of the working day. Although set pieces are a regular occurrence in most offices, the majority of business communication is unplanned, unexpected and unpredictable. These events can range from the routine and familiar to unanticipated emergencies. As a result, an over focus on big events can leave our learners unprepared to undertake routine but challenging communicative situations.

This highly practical, interactive workshop will explore the process of designing materials to develop learners' ability to communicate effectively in everyday workplace situations.

Ed Pegg has worked in business and executive English for several years. He works daily with multi-cultural groups of professionals on intensive courses at the London School of English. Working mainly with senior managers in international companies, Ed is particularly interested in identifying the language that effective professionals use in their daily work and incorporating this into English training programmes and resources. In his training, Ed focuses on applying discourse analysis, pragmatics and cultural competence training to practical, language focused instruction that allows his clients to better perform at work.

12.00-12.45 GMT

D3. Valentina Dodge http://iatefl.adobeconnect.com/vdodge/
Pause and play: Control, choice and variety in blended learning courses
On behalf of: English 360
N.B. This is a how to session that will run from 12.00-12.30 GMT

Choice encourages participation and motivates learners. Being in control is a powerful stimulant. Technology offers both teachers and learners new pathways to individual goals, active sharing and cooperative decision-making.

Web-based tools and resources, the multitude of accessible, practical audio and video resources, and the changing way we can share learners' own voices, reflections and upload recordings mean that we can personalise courses and create new teacher-supported learning or self-study opportunities. We can offer a range of "between-class" or "instead-of-class" activities for blended programmes. Learners can work at their own pace, listen to the mp3 file an infinite number of times, watch themselves, reflect on their performance and be exposed to more language learning opportunities.

How can we enhance the learning experience via the web? This talk will look at how we can:
• quickly set up online learning environments in English360;
• share selection criteria and decision making;
• balance variety;
• deal with mixed ability groups;
• give learners control and more choice;
• exploit the potential of video.

Valentina Dodge is an EFL teacher and teacher trainer working in contexts where technology ranges from non-existent to under-used. She has over a decade of experience of working online. She is Learning Manager for English360 where she oversees content, pedagogy, teaching, and academic matters. She works closely with educators and school owners on a global scale to help them provide personalised English learning programmes to meet their student and customer needs. She supports English language teachers all over the world to help design lesson and courses for blended or online delivery. She is based in Salerno, Italy.

D4. Using Stories in Business English course material
James Schofield http://iatefl.adobeconnect.com/jschofield/
N.B. This session will be simulcast live from Stuttgart, Germany.

An overview of the current use of stories in Business English course material. A plea for the expansion of their use with suggestions for where. A simple model trainers or students can use for developing their own business relevant mini stories.

James Schofield has taught Business English in Asia and Europe and now works as a senior consultant for Siemens in Munich. He has written course books for various publishers and also writes the short stories for Business Spotlight. He is currently working on a full-length novel and you can follow his use of creative techniques, give him constructive feedback or simply be entertained by him tearing his hair out by looking at his blog, here: http://jrtschofield.blogspot.de/

E1. Using ExecuSpeak Dictionary to Accelerate Learning: Interactive Demonstration and Access to the Mobile Application
Carol Heiberger http://iatefl.adobeconnect.com/cheiberger/
On behalf of: ExecuSpeak Dictionary

ExecuSpeak Dictionary uses a combination of old and new technologies to support the needs of business owners, entrepreneurs, business students, executives, and company employees who need to use the language of dealmaking, Finance, Accounting, Marketing, and Strategy during the course of their work. The toolkit will increase the confidence of teachers and students when it comes to using and teaching business topics.

During the session, attendees will get a demonstration of the mobile application and the multilingual artificial intelligence dictionary software as well as a view of the paper books and the e-books. Attendees will given access to a sample chapter plus the entire mobile application as a part of the demonstration. This session will be used to introduce the "toolkit" and to gather feedback from the audience concerning their interest and opinion concerning the usability of the toolkit in the classroom setting. The interactive session will use polls, videos, shared web links and files to be downloaded.
Mechanisms for students and faculty to create their own editions (tailored to their specific courses, available technology, and students) are available and will be discussed.

Carol Heiberger is the founder and author of ExecuSpeak Dictionary. Using her experience as a corporate executive, entrepreneur, and teacher, ExecuSpeak Dictionary applies linguistic theory and practice to the acquisition of business English for those who need business as another language. The plain English definitions of complex business terms and topics take advantage of her MBA (Wharton), years of working with adult education and degree-seeking students, and capacity to write succinctly and clearly.

E2. Thirty minutes, three apps, one lesson: making the most of mobile learning
Rebecca Evans http://iatefl.adobeconnect.com/revans/
On behalf of: Macmillan Education

Today, almost everyone has a smart phone or tablet device. Often mobiles are kept out of the classroom, put onto silent and ignored until the lesson ends. But these devices can actually bring new opportunities into the world of business English. This session will introduce you to three (free) mobile apps and consider them from two perspectives. Firstly, we'll look at how you can use these outside of the classroom for planning lessons, setting homework and keeping track of student progress. We'll then look at how these same three apps can be used with your students in the classroom for more engaging exercise types, better student interaction and a more open approach to using mobile devices as part of the learning process.

Rebecca Evans works as a Junior Sales Representative at Macmillan English Campus, selling innovative digital solutions to English language students, teachers and institutions. She is particularly interested in blended and mobile learning. She studied English Literature and French at the University of Birmingham and completed her CELTA at International House London.

13.00-13.30 GMT How to sessions

E3. The Question is Your Answer. How to give the power of asking questions to learners?
Csilla Jaray-Benn http://iatefl.adobeconnect.com/cjaraybenn/

Asking questions engages learners in divergent thinking processes, develops critical thinking skills, empowers them through generating learner-led exchanges. Overall, it fosters dynamics in both group and one-to-one teaching situations. Despite this power of questioning, 80% of a language class is spent with the teacher asking the questions. In this short session I will outline possibilities of applying a question formation technique that will enable learners to initiate and lead the communication through questions with the language teacher, as well as to transfer this acquired skill to professional situations, such as presentations and negotiations. I will present concrete examples of how images, company related themes and materials can be adapted to the process of question formation.

Csilla Jaray-Benn holds two Master of Arts degrees in English and French Language and Literature, as well as a French DEA in Theatre Arts. She teaches Business Communication Skills at IEA Grenoble, Business English for professionals and English for teens. She founded Business English Services, professional training organisation and translation services. She is interested in building learner autonomy, one-to-one dynamics, collaborative creative learning supported by technology and in specific ways French learners learn English. She has started research on the relationship between self-images and second language acquisition.

E4. Get real! How to shift the balance in your training
Hogan http://iatefl.adobeconnect.com/mhogan/

In this talk I will first share with you some ideas on how I have made my training more learner-centred and relevant by expanding on course book content to create realistic business communication scenarios together with my learners. Then I will outline how I have made training more 'hands on' by getting out of the training room and into real-life working environments. This not only encourages authentic language practice, but leads to more social learning where we take on more of the facilitator role where our learners learn from each other.

Mike Hogan is a communication and intercultural skills trainer based in Germany. He also has a leading developmental role for a nationwide provider of In-company training which involves trainer recruitment and support, materials development, and business development. He has written a number of Business English course books including Cornelsen's Business English series (A1 – B2) and the Macmillan Global Business eWorkbooks. He is a regular contributor to Business Spotlight and Karriere magazines, was on the IATEFL BESIG Online Team and can be found at http://about.me/mikehogan

14.00-14.45 GMT Workshops

F1. Simpler and Better Teaching and Learning with the Internet
Silvia Enríquez http://iatefl.adobeconnect.com/senriquez/

This workshop is a brief introduction to the concept of information management, the creation of a PLE and the existence of communities of practice, all of which can be very useful in education both for teaching and teacher development. It aims at showing, in the first place, that the introduction of virtual resources in education does not have to be a difficult task for the teacher, and that it can improve and facilitate learning if we make methodologically sound choices. Some practical activities will be carried out in order to show how a number of tools and resources that the Internet offers allow us to enhance teaching by helping to find, share and retrieve information with colleagues and students. Although these ideas can be applied to teaching in general, special reference will be made to resources for business English and ESP.

Silvia Enríquez graduated as a Teacher of English at the Universidad Nacional de La Plata, is also a Specialist in virtual learning environments and holds a Diploma in virtual learning environment management. She is about to defend her master's dissertation in virtual learning environments. She currently works at the UNLP, where she teaches English Language III in the Translation and Teacher Training courses, and is the Director of the Extension programme "Docentes en línea". Besides, she is the Coordinator of Special Courses in English at the Escuela de Lenguas de la UNLP, which includes ESP distance courses.

F2. A Framework for Materials Writing
Dana Poklepovic http://iatefl.adobeconnect.com/dpoplekovic/

There often comes a time when every Business English trainer needs to design course materials. If we follow well-defined steps and clear goals, materials writing may turn into a rewarding experience: our students' motivation increases and we build an effective learning process. This workshop will analyse the steps involved in the process of materials writing for Business English courses and explore the strategies to meet our students' needs. The topics include: matching learners' needs and teaching objectives; grading activities; selection of sources; adapting and customizing material; carrier content and real content; presentation of material; skills integration; and sensory variety.

Dana Poklepovic has been a Business English trainer and materials writer for 20 years. She has worked in companies and trained professionals in Buenos Aires, Santiago de Chile and New York. She has also taught at university level. She holds a PhD in Modern Languages from USAL, Argentina.

14.00-14.45 GMT Workshops

F3. Offering English Language Training for Youth Professional Development in Business English in Nairobi through Mobile Technology
Sarina Malina http://iatefl.adobeconnect.com/smolina/

Many countries around the world are seeing the importance of English for dialogizing in the global context and are reforming their English language education programs to reflect the needs of this changing global market. This study has partnered with Kito International, a non-profit organization in Nairobi, Kenya whose purpose is getting youth off the streets and providing them professional development opportunities and skills to successfully transition into society as a means out of poverty. This study reports on a pilot online language program to address the entrepreneurial goals through the teaching of Business English over an eight-week period. iPads were used for the purposes of viewing lessons, creating video responses and photographing written work. The course was housed on the Edmodo online platform for education, which also has a free app on the iPad that we will use to create, deliver, upload videos and review student work.

Dr. Sarina Cugani Molina currently serves as Assistant Professor and the coordinator for the M.Ed. in TESOL, Literacy & Culture Program at the University of San Diego. She has 15 years experience teaching Japanese as a foreign language and English as a second language primarily to adults at the community college and university level. She teaches courses in Second Language Acquisition Theories, Linguistics, Methods of teaching TESOL and Practicum in TESOL. She trains teachers locally and internationally in TESOL. Her research interests include TESOL teacher development, international education, and teaching English as an international language.

F4. Sharing Experiences: Material Design and the Use of Technology
Mercedes Viola http://iatefl.adobeconnect.com/mviola/
N.B. This session will be simulcast live from Montevideo, Uruguay.

One of the pillars of any good teaching/learning process is *know your students, know your client* ; based on that you develop a programme. Material selection, design and development is a crucial component of this programme development. In this workshop we will be exchanging ideas on how we choose material, the kind of authentic material we use, the activities and tasks we implement depending on the objectives fixed with our business English clients.

Technology is embedded in our lives and the lives of our students/clients; using it to enhance their learning experiences is vital to help them achieve their business English communication goals.
Since technology develops fast and the offer of different software, platforms or any other digital tool is immense; sharing what and how we use it, helps us enrich our practice. This workshop is an opportunity to talk about our different experiences and learn from one another.

Mercedes Viola lives in Uruguay. She holds an MA in TESOL. She has been running a language school for more than 20 years. 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, McDonalds, Deloitte, John Deere and MasterCard. She designs materials for business English clients and trains new teachers. She is a writer for the TeachingEnglish site of the British Council, a member of the BESIG Online Team and is one of the judges of the BESIG & Cambridge University Press PEO Lesson Plan Competition.

26th Annual IATEFL BESIG Conference
8 – 11 November 2013
Prague, Czech Republic

Important dates
Early bird registration begins: 1 June 2013
Normal registration: 1 September – 26 October 2013

IATEFL BESIG are pleased to announce that the 2013 Annual conference will be held in Prague, the capital of the Czech Republic. Situated at the heart of Europe and easily accessible by air, road or rail, Prague offers a vibrant and modern lifestyle in a charming historical city.

Nestled in a valley on the river Vltava, the city has plenty to offer: an impressive castle, beautiful baroque palaces, gardens, famous old bridges and picturesque medieval streets. You can visit an art gallery or sample tasty traditional dishes in one of the many restaurants, experience upbeat shopping districts or enjoy the breath-taking panoramic views from one of its hundred towers.

The Conference venue, Prague Congress Centre, is centrally located on a hill opposite Prague Castle. It is only three stops away from Prague´s main train station, is directly at a subway stop and offers plenty of parking. Prague Congress Centre promises to be an excellent venue for the 26th Annual IATEFL BESIG Conference, the most important global event for business English trainers.

We look forward to seeing you in Prague!

For more information see: http://www.besig.org