

# BESIG(s) around the world

## Programme



2nd IATEFL BESIG Online Symposium

**June 25<sup>th</sup>, 2017**

8:45 UTC - 18:45 UTC



# BESIG(s) around the world

## About this symposium

IATEFL BESIG is delighted to be hosting its second online symposium after a very successful first web symposium in 2016.

This event is being co-hosted with five innovative, up-and-coming business communication and business English SIGs from around the world: the Japan Association for Language Teaching Business Communication SIG (JALT BCSIG), BESIG Hungary, ELT@I BESIG in India, Braz-TESOL BESIG in Brazil, and the Asociacion de Profesores de Ingles de Buenos Aires' Business English SIG (APIBA BESIG).

The symposium's theme of "BESIG(s) around the world" was chosen to reflect the increasingly global, diverse and interconnected nature of our jobs as business English professionals. This symposium aims to link and strengthen business English ties internationally, share best practices across borders, and explore global business English training contexts. We at IATEFL BESIG hope the event will herald the beginning of ever greater cooperation between teaching associations and BESIGs from all corners of our world, and serves as an indication of our commitment to future collaborative efforts between IATEFL BESIG and the broader global business English community.

Each of our partner SIGs has its own 90-minute block on today's programme: starting in Japan with JALT BCSIG, and then moving across the time zones as the day progresses, before finally culminating with the symposium finale from APIBA BESIG in Buenos Aires, Argentina.

Selected speakers from IATEFL BESIG and its partner SIGs will be leading and presenting a variety of business English sessions over the 10-hour event; formats will include Q&A discussions, online workshops, webinars and at least one Pecha Kucha.

We are exceptionally lucky to have all of you joining us for this wonderful event.

**Pete Rutherford**

**Web & Online Team Coordinator, IATEFL BESIG**

# Welcome

## Marjorie Rosenberg, IATEFL Vice President

"I am personally delighted to see collaboration such as this. As BESIG Coordinator and later as IATEFL President one of my goals was to strengthen the ties between SIGs and local Teacher Associations. Seeing an event like this come together is inspiring."

**MARJORIE  
ROSENBERG  
IATEFL VICE  
PRESIDENT**



IATEFL BESIG is delighted to have its Coordinator from 2009 to 2015, outgoing IATEFL President, and current IATEFL Vice President, Marjorie Rosenberg, giving the opening address!



**Marjorie Rosenberg** has lived in Austria since 1981. She has worked in adult education, teacher training, at the tertiary level and travels often to conferences. Her publications include work on learning styles as well as photocopiable materials for business English and contributions to course books.

# Overview

## All sessions and times

2nd IATEFL BESIG Online Symposium with JALT BCSIG, ELT@I BESIG, BESIG Hungary, Braz-TESOL BESIG and APIBA BESIG

Date: 25 June 2017

Time: 8:45 UTC-18:45 UTC

Location: Online




Slot	Time (UTC)	Length (min)	Slot name
1	08:45	15	<b>Opening address</b> (Marjorie Rosenberg)
2	09:00	90	<b>JALT BCSIG</b> (Alan Simpson, Rab Paterson & Bill Burns)
3	10:30	15	Break 1
4	10:45	90	<b>ELT@I BESIG</b> (Lalitha Murthy, Revathi Viswanathan & Shivani Ramana)
5	12:15	15	Break 2
6	12:30	45	<b>IATEFL BESIG</b> (Kirsten Waechter & Oksana Hera)
7	13:15	15	Break 3
8	13:30	90	<b>BESIG Hungary</b> (Mary Sousa, Philip Saxon & Jasmina Szadovska)
9	15:00	15	Break 4
10	15:15	90	<b>Braz-TESOL BESIG</b> (Rob Howard, Karin Heuert Galvao & Julio Caesar F Vieitas)
11	16:45	15	Break 5
12	17:00	90	<b>APIBA BESIG</b> (Analía Duarte, Virginia Lopez Grisolia & Ricardo Cavallini)
13	18:30	15	<b>Closing address</b> (Pete Rutherford)

Check your time here: <https://www.timeanddate.com/worldclock/>

Date: 25 June 2017

Time: 9:00-10:30 UTC

Location: Online




	<p style="text-align: center;"><b>Alan Simpson</b></p> <p>Alan has a BSc in engineering and an MSc in TESOL, and works as the English program coordinator for Asahi Kasei, a large Japanese engineering company based in Southern Japan. He has also been the Japanese Association for Language Teaching Business Communication SIG coordinator since Nov. 2015.</p>	<p style="text-align: center;"><b>The JALT Business Communication SIG</b></p> <p>Since November 2015, the JALT Business Communication SIG has grown from under 10 to nearly 50 members. The speaker will describe this journey, highlighting the challenges we've come through, the risks we're taking, and ask how we can build a more sustainable community in the future. The JALT BCSIG plans to continue to push the boundaries and look forward to bringing more business, intercultural communication, and technological content into the group, while hopefully providing a more integrated Asian hub for business communication knowledge transfer and support between local and international communities.</p>
	<p style="text-align: center;"><b>Rab Paterson</b></p> <p>Rab is principal instructor at the Tokyo University-UCLA Extension Center for Global Education, director and webmaster of the Asia Association for Global Studies, and Fellow of the British Royal Asiatic Society. He holds BA, MA, COETAIL and MS qualifications and is currently a doctoral candidate at University College London's Institute of Education. Rab is also an Apple Distinguished Educator, a Google Innovator, Trainer, GEG Leader, and Educator.</p>	<p style="text-align: center;"><b>The implications of going Google for businesses and business students</b></p> <p>This short presentation will look at the background to the business challenges Google faces in the enterprise sector, especially in Japan, and how it is addressing these. Some corporate and educational statistics on usage rates vis-à-vis Microsoft Office will be provided, the relative benefits of each ecosystem will be examined, the connection between Google's EDU and G Suite for Business will be explained, and a short overview of the services Google offers to business will also be given. The session will then look at the reactions of the Tokyo University-UCLA Extension Business English Communication program students, and Tokyo university freshmen business students to using Google's G Suite in their Business English classes. This analysis will examine which services they did not know about before their courses, which they found most beneficial, and whether they would continue using these apps and tools after the end of their courses in their daily business/study lives.</p>
	<p style="text-align: center;"><b>Bill Burns</b></p> <p>Bill is lead instructor for Language-Intercom in Tokyo, which specializes in customized training programs for global corporations. He is in charge of hiring, training, and overseeing instructors, and developing curriculum and materials. He has a BA from UCLA in east Asian studies, and an MA in TESOL from Seattle Pacific University.</p>	<p style="text-align: center;"><b>Needs-based corporate business training in Japan</b></p> <p>This presentation reports on key issues in business English training in Japan, such as the evolving university graduate, and the changing English usage of various multi-national companies. Primarily it will examine a joint course on video-conferencing at a global pharmaceutical company. As the technology used for English communication in the workplace changes, so do the needs of the customer. Lessons can be built to meet these needs by combining existing tools and methods, with carefully designed and set-up role-plays and feedback sessions. An overview of the course, including the customer's needs analysis, curriculum development, execution, and key lessons learned will be presented.</p>



*Date: 25 June 2017*

*Time: 10:45-12:15 UTC*

*Location: Online*

	<p style="text-align: center;"><b>Lalitha Murthy</b></p> <p>Lalitha Murthy has been a Business English consultant with various companies since 2002. She has been a member of IATEFL BESIG since 2005, and was the BESIG 50 Anniversary Scholarship Winner for the Birmingham Conference in 2016. At present, she is the convener of the ELT@I Business English SIG and busy preparing for its launch in July.</p>	<p style="text-align: center;"><b>Business Training in India – Challenges and Learning</b></p> <p>India is a diverse country where more than 25 languages are spoken. However, the language of business is primarily English. Likewise, the levels of English are varied, too; we have many C1 level speakers as well as those who are at A1/A2 level. Which is the kind of course that these people need? The “one size fits all” approach cannot be adopted. Since the needs are different, the course structure needs to be different, too. A Business English scenario in India has many different kinds of audience. Here we present two such scenarios.</p>
	<p style="text-align: center;"><b>Shivani Ramana</b></p> <p>Shivani Ramana is a qualified faculty member for Business English, German language and intercultural training. In addition to a Master’s Degree in German, Shivani also holds a Business English Certificate issued by the University of Cambridge. In the last 13 years, she has been working extensively with IT professionals with varied experience.</p>	<p style="text-align: center;"><b>Teaching Business English to non-native, non-Indian speakers</b></p> <p>This presentation explores the challenges faced while teaching Business English at various levels to non-native, non-Indian users of the language. The participants in a corporate training environment are adults with professional needs. These needs are quite specific and generally quite different from the learner at regular language institutes. The presentation is based on experiences of face-to-face and virtual trainings conducted or driven by faculty members of Indian origin. The target audience in these cases may be participants who underwent training in blended mode, while some others may have learnt purely through self-study. In addition to the challenges, this presentation also considers the advantages and disadvantages of having an Indian faculty member.</p>
	<p style="text-align: center;"><b>Revathi Viswanathan</b></p> <p>Revathi is a Professor &amp; Head of Department of English at B.S. Abdur Rahman University, Chennai. She has specialized in ELT and has conducted projects for developing communication skills among students in using emerging technological tools. She has presented papers at national and international conferences and has authored three books.</p>	<p style="text-align: center;"><b>Training Indian students in Business English – Challenges</b></p> <p>Business English training in the Indian context proves to be a challenging experience to teachers and students. Although globalization has provided opportunities for students to learn about global BE communication, Indian educational practices and curriculum demands offer less scope for students to practice language skills in diverse business contexts. Teachers too have limitations in providing considerable BE training within a classroom. However, with the advent of digitalization, teachers have a considerable number of avenues relating to various industries to expose students to BE. In this presentation, I will throw light on challenges faced by teachers by presenting a few classroom experiences. I will also discuss how teachers can handle these challenges, expose students to corporate communication, and offer training in business English beyond the language classroom.</p>

Date: 25 June 2017

Time: 12:30-13:15 UTC

Location: Online



### Kirsten Waechter

Kirsten Waechter has been a business English trainer since 1998. Having taught in-company course for many years, today she focuses on teaching business communication, English for special purposes and intercultural courses. She has designed her own materials in this field and provides teacher training. In addition, she is a translator, proof-reader and writer. Since 2015, she has been the mentor for the BESIG scholarship presenters.



### Oksana Hera

Oksana Hera is a freelance Business English trainer in Lviv (Ukraine), holding a CertIBET, a CELTA, and an MA in Linguistics. Working primarily with professionals in the IT industry, she designs materials for corporate groups and is always on the lookout for strategies to enhance in-company training, learners' testing and motivation. She won the BESIG IATEFL Scholarship to attend the 50th IATEFL Annual Conference in Birmingham in 2016.

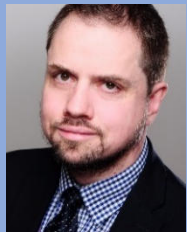
### Teaching communication – what does that actually involve?

In my Pecha Kucha, I will be exploring the three layers that teaching communication actually involves. The basic layer is that of comprehension which focuses on pronunciation and intonation. A second layer is that of expression which looks at vocabulary and syntax; lastly, there is the layer of interpretation trying to get the meaning and decode what was said. I will draw from examples of my teaching environment where German speakers have to work with Japanese and Indian speakers – all of which pronounce words very differently and using LI in their expressions. In addition, they need to work with native speakers from the UK and the US, too. So how can we ensure that meaning does not all get lost, but effective communication can be delivered?

### Solving the puzzle of learners' needs

The underlying reason for learners' wish to improve English is the key element of a puzzle the trainer has to discover to pave a smooth and effective way to reaching the ultimate goal. In this webinar, I will be sharing specific classroom situations stemming from the difference between what learners say they need and what they really need. I will invite the participants to share their ideas on a series of cases from the training sessions to illustrate the fact that the trainer's flexibility and ability to listen play an indispensable part in the outcome of any language training in business context. I will show that even with little experience in business English teaching they can deliver more value to their clients.

Oksana Hera and Kirsten Waechter are both members of the BESIG Online Team who organised this symposium. Get to know the other team members here!



Pete Rutherford



Dana Poklepovic



Mercedes Viola



Sue Annan



Graciela Alchini



Rob Howard

## 2nd IATEFL BESIG Online Symposium – BESIG HUNGARY Block



Date: 25 June 2017

Time: 13:30-15:00 UTC

Location: Online



### Mary Sousa

Mary Sousa is a freelance teacher of business English and also the coordinator of IATEFL Hungary's Business English SIG. Her native language is American English, but she uses her Hungarian language skills both to enhance her teaching and to appreciate the approach of native Hungarian teachers of English. Her special interests include blending traditional and technology-based teaching and interactive storytelling.

### Highlights of BESIG Hungary

Mary will provide an overview of the activities of the IATEFL BESIG group in Hungary which helps to develop trainers as Business English teachers. She will also talk about how people actually become BE trainers in Hungary, drawing from the background of BESIG Hungary members. In addition, she will present some highlights from their live and online events and the training opportunities that are organised. Sharing these insights will help other BESIGs to engage with us, gather new ideas and share theirs.



### Philip Saxon

Philip teaches Business and General English at Corvinus University in Budapest. His experience of teaching Business English covers both in-company and tertiary education settings. He holds a Master's degree in ELT from Warwick University and a Master's degree in IT from Glasgow University.

### Different learners, different needs

This webinar will look at what often characterises classes with pre-work and in-work learners, and consider how teachers can best design syllabi to accommodate their needs by looking at the characteristics of both groups. One key issue is of course work experience or lack of it. The webinar will also feature a closer look at needs analysis and ways in which teachers can customise course content for pre-work as well as in-work learners, for example, using communicative events.



### Jasmina Szadovska

Jasmina is a professor and Department Head at the International Business School in Budapest where she teaches Business English, Presentations, Meetings and Negotiations. Her doctoral study completed in 2009 was on business presentations, and her other research interests include: teaching methodology, employment skills, non-native teachers, creative language and humour.

### 21st Century skills: evidence and actions

Jasmina will provide an update of which employment skills including language skills are expected and thus needed in the 21st century. This will also include sets of sub-skills (such as reading critically). In her webinar, she will present and discuss a recent study of employers' views on the skills and tasks required of business university interns and graduates. The results of the study will then be linked to the 4 Cs of 21st century skills.



## 2nd IATEFL BESIG Online Symposium – BRAZ-TESOL Block

Date: 25 June 2017

Time: 15.15-16.45 UTC

Location: Online



### Rob Howard

Rob Howard is the owner of Online Language Center, founder and partner at Business Language Training Institute and founder of EFLtalks. He is a teacher, writer and frequent worldwide speaker regarding Business English, Online teaching, Teacher Development and using technology and images. He is president of the new BRAZ- TESOL BESIG, Online Event Coordinator and interviewer for the Visual Arts Circle and co-founder of the Independent Authors & Publishers Group. He currently lives in both Brazil and Poland.

### BEing a Successful BE Professional

Today's Business English clients are making more demands on the profile of their teachers. Advanced students are looking for an experienced business professional as well as an English teacher. The presentation will provide ideas that teachers can utilize and also discuss questions that they need to address in order to improve their own level of business terminology, skills and savvy to become a true and successful Business English professional.



### Júlio Vieitas

Júlio César F. Vieitas has been teaching English as a foreign language for almost 20 years. He did the Delta course at IH London in 2012 and has been a teacher trainer and course designer since then. He is currently doing his MA in TEFL at Birmingham University (UK). He also has project management certificates and runs a consulting firm focused on education management and teacher training in São Paulo. He is deeply interested in the interplay between educational management and methods/approaches in the TEFL context.

### Personalising BE lessons through Task-Based Teaching

Task-based teaching is a method centred in the use of tasks and aims at having students focusing on meaning rather than form in order to achieve a goal. In this view, form is second to meaning. Rather than having students focusing on grammar, the shift moves to what students do in real life i.e. using language to reach goals. This workshop intends to show ways in which task-based teaching and learning can be used in a client-oriented lesson where personalisation is a must and lessons are linked to real life situations which are relevant to learners.



### Karin Heuert Galvão

Karin Heuert Galvão has been working as an EFL teacher for 17 years and for 9 years as Director of i-Study Interactive Learning in Brazil. She holds, among others, the CELTA and IH Certificate in Online Tutoring. She is also an ELT consultant for schools and has worked with several multinational companies. She is a member of the advisory board of EFLtalks, Vice-President of BRAZ- TESOL's Intercultural Language and Treasurer for BRAZ- TESOL BESIG.

### English as a Lingua Franca in the BE Classroom

Most of us are used to working with EFL (English as a Foreign Language), but what about ELF? When it comes to teaching Business English in companies, we are facing a difficult challenge: students need to learn the language in a peculiar context and with a distinctive purpose. Using the language as a tool to learn other skills is not only essential, but expected in today's market. But what is BELF after all? In this talk, I will explore the uses of English as a Lingua Franca in BE and discuss the intercultural issues that might arise.

Date: 25 June 2017

Time: 17.00-18:30 UTC

Location: Online



### Virginia López Grisolfá

Virginia is a graduate Teacher of English as a Foreign Language and also holds a BA in English from Belgrano University. As part of her training, she later became an interpreter, working in government and corporate settings. She's been teaching Linguistics at Teacher Training College and at the Translators' Course for more than 25 years. She is the owner and director of studies at Interaction Language Studio, a company teaching Business English since 1988. She has been APIBA's President for 3 years (Association of Graduate English Teachers of Buenos Aires).



### Analía Duarte

Analía is a graduate Teacher of English and a Scientific-Literary Translator. She also has a BA in English and MAs in ELT and Applied Linguistics and Organizational Psychology. She is currently certifying as a coach and also the owner and director of LEAPS Innovative English Methodology where she runs corporate programs and workshops. She has been the Coordinator of APIBA's Business English SIG since 2015 and of their Diploma in Business English Training at Universidad de Belgrano.



### Ricardo Cavallini

Ricardo has many years' experience as an EFL teacher and teacher trainer specializing in Business English. He has completed his NLP training at renowned institutes in Argentina and the USA and is also a Certified Coach by the International Coaching Community in London. He has been running Corporate English Language Training at several companies since 1980 and also works as NLP and Mindfulness trainer and consultant to businesses, schools and professionals.

### The success story of a 2-year-old BESIG backed up by a 46-year-old TA, APIBA

In this session, will present not only what the BESIG has been embarked on since its foundation in April 2015; we will also look at the rich history of APIBA, the Association of graduate English Teachers in Buenos Aires, with its innovative TA model which has allowed it to represent teachers locally, foster teachers' development and spearhead innovation since 1971.

APIBA BESIG has been focusing on the shift from teacher to trainer for the last 2 years from multiple perspectives and with several outcomes, the two most important of which are their Business English Annual Conference and their 96-hour Diploma course in Business English Training at Universidad de Belgrano which was started in 2016.

APIBA has made the neglected Business English training sector visible for the first time despite its almost 50 years of existence and they are willing to share it with global fellow BESIGers.

### It's crazy out there! How Mental Dynamics and the Neurosciences can help us and our trainees navigate the white waters of the VUCA business world.

In this workshop, we will explore the latest developments in Ontological Coaching, NLP and Mindfulness to understand how our mind creates stress and incorporate new tools to create more empowering and ecological emotional states in ourselves and our trainees.

## More information

on the BESIGs which took part in this:

IATEFL Business English SIG: [www.besig.org](http://www.besig.org) Social media:

<https://www.facebook.com/iateflBESIG/>, <https://www.youtube.com/user/IATEFLBESIG>, [https://mobile.twitter.com/iatefl\\_besig](https://mobile.twitter.com/iatefl_besig)

JALT Business Communication SIG: <http://jalt.org/bizcom/index.html>

ELT@India: <https://www.facebook.com/groups/eltaiindia/> and <http://www.eltai.in>

IATEFL Hungary BESIG: <https://www.facebook.com/groups/503571556444924/>

Braz-TESOL BESIG: <https://www.facebook.com/groups/503571556444924/> and <http://www.braztesol.org.br>

APIBA BESIG: <https://www.facebook.com/groups/503571556444924/> and <http://apiba.org.ar>

If you are involved in a similar organisation, we would love to hear from you.

Get in touch with IATEFL BESIG!

# Thank you

to all the BESIGs and people who made this event possible:



And thank you for attending our symposium!