

**2012 IATEFL BESIG Summer Symposium
Paris, 16th June 2012**

Saturday, 16 June

8.15 Registration opens in the Lobby

8:15 – 9:30 Coffee and exhibition in the Lobby

9.30 - 10.15 (45 min) Sessions A

Session A1

Title: “Integrating Authentic Materials in the Classroom.”

Speaker: Dolmae Wright

Presentation type: New materials and innovative ways on how teachers can use them

Presentation style: Workshop (45 min including questions)

Summary:

There is a lot of debate centered on authentic materials. However, what can be said is that authentic materials engage students, spark interests and bring classrooms to life.

This workshop will demonstrate how CNN’s Marketplace Africa can be used in business English classrooms. A wide range of activities catered to Intermediate and Advance students will be demonstrated and participants will be asked to engage in the tasks in order to have a better idea of how these materials are used.

The activities will take into account particularly speaking, listening and writing skills. There will also be lots of opportunities to build vocabulary skills. Participants will benefit from numerous teaching tips and ideas on using authentic materials in the classroom.

Biographical information:

I am currently a distance MATESOL student studying with the University of London, Institute of Education. I have taught ESL in Morocco and Oman. I am interested in materials development, particularly how permanent supplementary authentic materials can be integrated and adapted into the classroom.

Session A2

Title: “Business English Coaching or Teaching - Any Difference?”

Speaker: Alison Hail

Presentation type: Relationships between Professional English and other disciplines

Presentation style: Workshop (45 min including questions)

Summary:

Coaching is trendy. At least it seems so from the number of Business English teachers in UK and Europe who now claim to offer "English coaching". Is this just marketing or is there a widespread misunderstanding of what professional coaching is?

This workshop will answer these questions, look at the methodological differences between professional coaching and language teaching, and suggest some coaching ideas for participants to use in Business English, ESP and adult courses.

Case-studies, stories and examples of both Business English teaching and Executive Coaching will be used to illustrate. Participants will have an opportunity to practise using the ideas and discuss how they could adapt them in their own work.

Biographical information:

With over 30 years' experience, Alison Haill is an international communication specialist, executive coach, trainer and author of "The S-Factor Coaching Handbook". MD and founder of Oxford Professional Consulting, she works with UK and international companies, helping leaders get better business results through changing their communication. She started her career in TEFL working around the world, later specialising in Business English for 12 years. She has trained 500 teachers in coaching skills because they see the potential in the classroom and in education management. She has a languages MA, Applied English Linguistics MA, PGCE in TEFL, and three coaching qualifications.

Session A3

Title: "Hitting the Nail on the Head! – Individualizing/Personalizing Technical English"

Speaker: Geoff Tranter

Presentation type: New materials and innovative ways on how teachers can use them

Presentation style: Workshop (45 min including questions)

On behalf of: Mondiale-Testing GmbH

Summary:

One of the most difficult aspects of Technical English is the degree of specialization that is required to meet the needs of a very varied target group. Not only do learners tend to come from widely differing areas of technology, Technical English classes are often mixed-ability groups with a wide range of competence levels (and interests) in respect of the four skills. Furthermore there may well be great differences in workplace experience, ranging from technical college students all the way to professionals with years of experience both inside a company and in the field. Such factors place a significant load on teaching materials and especially on TE language testing, if the resulting qualifications are to be relevant for all the various stake-holders. How can this be done? The workshop aims to show how with the aid of online materials a bridge can be built to provide appropriate solutions.

Biographical information:

Geoff Tranter has been working in further education in Britain and Germany for many years. During this period he has been heavily involved in all aspects of vocational and non-vocational language testing - including syllabus design with particular reference to the CEFR, examiner training, test materials development, etc. From 2003 to 2008 he was Team Leader for telc GmbH. He is now a free-lance consultant for German Ministries of Education, regional associations of German Further Education Colleges, and quite recently the German Civil Aviation Authority. His latest project is the development of an online Technical English test together with Mondiale-Testing.

Session A4

Title: "Teaching International Culture in Business The FRAMEWORK APPROACH (c)"

Speaker: Barry Tomalin

Presentation type: New materials and innovative ways on how teachers can use them

Presentation style: Workshop (45 min including questions)

On behalf of: International House, London

Summary:

They say, give a person fish and they will eat but give them a rod and they will learn to feed themselves. The FRAMEWORK APPROACH (c) to cultural training shows business students how to feed themselves. Three basic frameworks show where to look for business cultural information and how to apply what they learn to the markets they deal with. Based on cultural theory, this is a genuine breakthrough approach to the teaching of culture in business. It offers a methodology to students and students that will provide a firm basis for research and for organising training seminars. This

workshop introduces the FRAMEWORK APPROACH (c) and shows how to use it in training seminars.

Biographical information:

Barry Tomalin is Director of Cultural Training at International House and Director of the IH Business Cultural Trainer's Certificate at IH London and ILC Paris. He is Visiting Lecturer at the University of East Anglia, London Academy of Diplomacy and author of several books, including 'The World's Business Cultures and how to Unlock Them' (Thorogood Publishing 2010) and 'International Culture: The FRAMEWORK APPROACH'. (Privately published 2012)

Session A5

Title: “The vocabulary challenge: bilingual or monolingual?”

Speakers: Deborah Capras and Ian McMaster

Presentation type: New materials and innovative ways on how teachers can use them

Presentation style: Workshop (45 min including questions)

On behalf of: Spotlight Verlag/Business Spotlight

Summary:

What is your approach to teaching business vocabulary? Do you help your students to become more effective communicators by translating or defining the words and expressions they need? In this workshop, we will explore the advantages of both methods. We will also be reporting on research in this area and showcasing Business Spotlight International, a new business English magazine developed as a result of this research.

Launched in April 2012, Business Spotlight International is a bi-monthly digital magazine for business English. It is based on the award-winning and highly recommended concept of the original Business Spotlight magazine for German-speaking learners, published since 2001.

Business Spotlight International combines quality journalism and business insight with structured learning support and advice. Popular sections include Business Skills, Intercultural Communication, Global Business, Careers, Management and Technology. The digital magazine also features regular sections on Legal English, Financial English and other areas of English for Specific Purposes. A workbook is available with each issue.

Workshop participants will have the opportunity to evaluate business English teaching activities designed specifically to be used with the articles in the new digital magazine.

Participants are advised to bring along their Wi-Fi-enabled laptops or tablet computers to profit fully from this session.

Biographical information:

Ian McMaster is editor-in-chief at Business Spotlight (www.business-spotlight.com) and was joint coordinator of IATEFL-BESIG from 2006–2009.

Deborah Capras is deputy editor at Business Spotlight and is responsible for the digital products. She is a qualified trainer.

10.15 – 10.30 Room change

10.30 - 11.00 (30 min) Sessions B

Session B1

Title: “App-tivities for Business English“

Speaker: Pete Sharma

Presentation type: English for Professionals and the use of technology

Presentation style: Workshop (30 min including questions)

Summary:

Today's business English student may well own a mobile, Smartphone and a tablet pc. Today's business English teacher might use m-learning (mobile learning) in the class, or offer advice in a learner training session on the best apps to use after post course. But which apps are best for the business English student?

This session will provide a concise overview of essential apps for business English students. It will provide practical teaching ideas for use in-class, as well as ideas for students to incorporate into their self study. And you don't need an iPad to attend.

Biographical information:

Pete Sharma is a Director of Pete Sharma Associates Ltd, a consultancy and training organisation: www.psa.eu.com He worked for many years in business English and is currently a lecturer in EAP (*English for Academic Purposes*). Pete is a well-known presenter at IATEFL and BESIG conferences. As an author, Pete has co-written several books in the business English field as well as in the area of new technology and language learning. Pete, with Barney Barrett, writes the Learning Technologies page for BESIG Issues and he is also a committee member of the IATEFL Learning Technologies SIG.

Session B2

Title: “Developing language skills through business simulations”

Speakers: Stephanie Ashford and Dr Tom Smith

Presentation type: New materials and innovative ways on how teachers can use them

Presentation style: Workshop (30 min including questions)

On behalf of: Self-published book

Summary:

Business simulations that seek to integrate content, language and skills tend to feature elaborately constructed scenarios, extensive background reading and feverish number crunching. StartUp Enterprise offers a leaner and nimbler alternative.

This is a simulation that we have developed and refined over a number of years, and have now published in the form of a teacher's guide containing materials for photocopying.

In this session we will introduce the simulation and the teacher's guide, and demonstrate three key techniques to help you maximise language learning with the minimum of resources.

Biographical information:

Stephanie Ashford (BA Hons, MSc TESP) is Director of Business English at the Baden-Württemberg Cooperative State University in Villingen-Schwenningen, Germany. She is also an experienced ELT materials writer, and has just embarked on a doctorate in higher education management.

Tom Smith (MA, DPhil) is a business English trainer based in southern Germany, where he teaches in higher education. He also writes coursebooks and other materials for vocational and higher education, and is co-director of Executive English (www.executive-english.biz), a language training and consulting organization.

Session B3

Title: “Interest rates improve with English for Banking and Finance”

Speaker: Marjorie Rosenberg

Presentation type: New materials and innovative ways on how teachers can use them

Presentation style: Workshop (30 min including questions)

On behalf of: Pearson

Summary:

Students with specific needs look for courses where they can learn what can be used in their jobs. In addition to the specific vocabulary and practical applications of grammar, they want to deal with topics and activities of interest to them which will also provide them with language they can directly transfer to the workplace.

This workshop will provide practical tips and ideas for trainers who work with both pre-work and in-work banking and finance groups. Based on the new English for Banking and Finance 2 (Pearson), participants will have the chance to try out activities and find out how to make their classes lively and interesting for students in this field. They will also be introduced to the comprehensive teaching notes which supply trainers with background information and additional teaching ideas for mixed ability groups as well as extra self-study testing material.

Biographical information:

Marjorie Rosenberg teaches general and business English at the University of Graz and trains employees at a regional bank. Marjorie is the author of English for Banking and Finance 2 as well as the online teaching notes and tests (Pearson), In Business, two of the Business Advantage Personal Study Books and materials for Professional English Online (Cambridge University Press) Other publications include worksheets for teachers' books for In Company (Macmillan) and textbooks for professional high schools in Austria. She has also recently revised Pass Cambridge BEC Vantage Student and Teachers' Book (Heinle Cengage ELT). Marjorie is currently the coordinator of the Business English Special Interest Group (BESIG) of IATEFL.

Session B4

Title: "Focusing your teaching: Coaching techniques for Business English teachers."

Speaker: Natalie Gorohova

Presentation type: Discussions on the trends, evolution and future directions of Professional English

Presentation style: Workshop (30 min including questions)

Summary:

Coaching is a personal and professional development framework that promotes self-reflection and change. Language coaching empowers students to take responsibility for their own learning.

In this practical session you will learn coaching techniques, which will help you to focus your work with both one-on-one and group students, to achieve their goals faster.

You will learn how language learning fits into the 360-degree Life Coaching model, and how to use it to become more confident in making professional suggestions, developing personal learning plans and choosing the most appropriate learning strategies for your students.

You will learn to adjust your communication styles based on the Personality Type Model to develop trust and collaboration.

You will learn how goal-setting and motivation techniques used in coaching go beyond the traditional student needs analysis in helping your students become successful independent learners.

Biographical information:

Natalie Gorohova is a professional Business English teacher from Riga, Latvia, working with such companies as L'Oreal, Audi, Adidas, Statoil, McDonald's, Cemex, Unilever, and many others.

Natalie is a certified European Coaching Federation coach and an MBA, who uses Business Coaching techniques in her language teaching.

Natalie received a British Council teacher trainer certification in 2011, and her mission is to train language teachers all over the Baltic States to use Unplugged Teaching and Language Coaching in their classrooms.

Session B5

Title: “Rapid Learning, Fast ESL, MacTrainers : the future of European business language training?”

Speaker: Andrew Wickham

Presentation type: Discussions on the trends, evolution and future directions of Professional English

Presentation style: Workshop (30 min including questions)

Summary:

The French business language training industry has experienced sweeping changes over the last ten years : industrialization and globalisation of the language training set ups of large companies, tough competition from rapidly growing offshore distance training platforms, a low-cost blended learning revolution and a growing demand for individualised, customised training and ESP content. The traditional model of business language training is facing daunting challenges and French language training providers are finding it hard to adjust. Are these changes specific to France or, as has often been the case in the past, does the evolution of the French market herald the future for the language training industry in the rest of Europe? What can business language trainers do to adapt to these challenges and prepare for the future?

Biographical information:

Andrew Wickham is a consultant in professional language training based in Paris. A former trainer and director of studies, he ran his own school from 1989 to 2003, providing high-end business language training services to French multinationals. Between 2004 and 2006, he designed, built and managed an industrialised blended learning system for the senior management of Renault in France. In 2009, he co-authored and published with Joss Frimond a ground-breaking study of the French market : “The French Language Training Market in the Era of Globalisation”, an extensive update of which was published in February 2012.

11.00 – 11.30 Coffee break and exhibition in the Lobby

11.30 - 121.00 (30 min) Sessions C

Session C1

Title: “Task-based Language Teaching for One-to-one Business English Contexts”

Speaker: Eric Halvorsen

Presentation type: Teaching tips for teachers of Business English

Presentation style: Talk (30 minutes, including questions)

Summary:

Task-based Language Teaching (TBLT) has become central to Business English teaching and pedagogy. The tenets of this approach (a focus on meaning, non-linguistic outcomes and the students’ real-world language needs) seem to be a perfect match for one-to-one courses with professionals. However, in the one-to-one classroom, the lesson plan frameworks suggested in TBLT literature (designed for group settings and student-student interaction) quickly lose their “taskness”. In this talk, we’ll look at practical ways to adapt TBLT frameworks to the teacher-student pair while at the same time staying true to the principles of tasks. Different one-to-one TBLT frameworks will be suggested and discussed. Participants will leave the talk with practical ideas for using this student-centered, meaning-focused approach in their one-to-one lessons. Practical ideas for small groups of BE learners will also be shared.

Biographical information:

Eric Halvorsen is Head of English Language Training at a French telecommunications firm. Eric has been in ELT for 8 years and has taught in Mexico and France. He holds an M.A. in TESL/TEFL from the University of Birmingham and is a member of the TESOL France Executive Committee.

Session C2

Title: “Managing your Brand as a Trainer”

Speakers: Mike Hogan and Bethany Cagnol

Presentation type: Discussions on the trends, evolution and future directions of Professional English

Presentation style: Talk (30 minutes, including questions)

Summary:

The ELT industry has seen an influx of trainers who decide to strike out on their own and go freelance. Luckily, Business English trainers have an edge being that they have already been exposed to the principles of brand management, marketing, negotiating, etc. via their own students. But what happens when they have to follow those principles themselves in order to develop their own brand of training? In this talk, the speakers will provide insight into how attendees can further professionalize themselves as trainers, create and maintain an online presence and better communicate and promote their services in today's changing ELT market.

Biographical information:

Bethany Cagnol has an MA in TEFL, is the president of TESOL France and Treasurer of IATEFL BESIG. Bethany teaches at several institutions in Paris, mainly those in the higher education, adult business and ESP sectors. She owns two freelance companies for language training, materials design and project management.

Mike Hogan has a strategic business development role at a nationwide training provider in Germany, where he develops and implements new concepts for corporate clients. He gives communication skills training and coaching in 1-1s and small groups, is a Business English author and on the BESIG Online Team.

Session C3

Title: ‘Real’ articles, real(ly good) lessons

Speaker: Karen Richardson

Presentation type: Teaching tips for teachers of Business English

Presentation style: Talk (30 minutes, including questions)

On behalf of: presentation is supported by Macmillan's Onestopenglish

Summary:

Finding professional and branch-specific articles that you'd like to use in your classes is relatively simple; turning them into interesting, rounded, worthwhile lessons takes a bit more time and effort. This talk aims to give you some tips and tricks on how to make the process quicker and easier and the end result professional-looking. We'll also take a quick peek at some ready-made lesson plans and look at where and how they can be found. You'll go away with material which you'll be able to use on Monday without any preparation – after all, you are giving up your Saturday to be here.

This talk is supported by Macmillan's Onestopenglish www.onestopenglish.com.

Biographical information:

Karen Richardson is a teacher, teacher trainer, materials writer, editor, book advisor, conference organiser and all-round (slightly exhausted but very enthusiastic) multi-tasker based very near Stuttgart in southern Germany.

Session C4

Title: “Do you do WIFI?”

Speaker: Valentina Dodge

Presentation type: English for Professionals and the use of technology

Presentation style: Talk (30 minutes, including questions)

On behalf of: English360

Summary:

Take any group of business English learners and you’ll find a variety of techno comfort zones, look again and notice the array of devices in their pockets, blink and focus on the individuals. Notice any common features? Learners always talk about themselves and share workplace experiences with such enthusiasm. This workshop will look at that “WIFI” part of our learning programmes. You don’t need a wireless connection in your classroom to know that “WIFI” also means What I Find Interesting Is....

Using the blended learning platform, English360, as a basis for custom course design, this workshop will provide practical suggestions on using learners’

1. bios and goals to spark and consolidate increased ownership of learning
2. company profiles, documents to create personalised engaging tasks and activities designed for them about them
3. own mistakes to create bespoke review tasks that focus on their needs, language development and helping them moving forward

Come along to share your ideas on the importance of “the me, the I, and the us” in your blended learning programmes.

Biographical information:

Valentina is Learning Manager for English360 where she oversees content, pedagogy, teaching, and academic matters for English360. 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 collaborates with and supports English language teachers all over the world to help them publish and share lesson and courses for blended or online delivery.

12.00 – 13.30 Lunch

13.30 – 14.15 (45 min) Sessions D

Session D1

Title: “Activities to help learners improve their intercultural communication skills”

Speaker: Adrian Pilbeam

Presentation type: Teaching tips for teachers of Business English

Presentation style: Workshop (45 min including questions)

Summary:

In a lot of business English classes, learners are encouraged to talk about culture rather than to get involved in it and really feel the impact culture can have when we communicate with people from other cultures. In this interactive workshop, the audience members will participate in a series of activities. These will include short role plays and simulations, discussion of cases, examples of different communication styles, and some brainstorming exercises. Participants will go away with some practical activities, as well as ideas and tips for other interactive activities that focus on intercultural communication. The session will be of particular interest to teachers working with business and professional people as well as those who work with pre-experience learners, such as students in higher education (business schools, grandes écoles, faculties of business and management).

Biographical information:

Adrian Pilbeam is the founder of LTS Training and Consulting in Bath, UK. He has worked for over 25 years in the fields of business English, communication and intercultural training for corporate clients in Europe and further afield. Adrian has written and co-written more than 12 books in the business English field, including most recently 'Working Across Cultures' (Pearson Longman 2010), as well as numerous articles. In 2005, he conceived and launched 'Developing intercultural training skills', a trainer training course for trainers from different backgrounds who are interested in developing their knowledge and skills in the intercultural training field.

Session D2

Title: "TIME MANAGEMENT TIPS FOR TIED-UP TEACHERS"

Speaker: Carol Bausor

Presentation type: Teaching tips for teachers of Business English

Presentation style: Workshop (45 min including questions)

Summary:

Do you have the feeling that you are spending too much time ... just staying in the same place? Preparing lessons for one week, and then the next, and once again.

You know that you teach great Business English lessons, but are you just spinning your wheels and spending a lot of energy just staying in the same place?

This workshop recognizes that : i) time really is our most precious asset and ii) life is too short to spend preparing lessons. The takeaways from this workshop will be:

- . how to focus
- . avoid procrastination
- . take less time to prepare your lessons and
- . more time to devote to your personal plan for advancing in life

Biographical information:

I am a manager of a training company (a more than full-time job) , wife, mother of three and keen traveller. So I think I am pretty qualified to talk about the art of time management. I am still a keen Business English trainer, and am particularly interested in what stops French language learners from being effective in English.

Session D3

Title: "Myths and Controversies in BE Teaching"

Speaker: Chia Suan Chong

Presentation type: Discussions on the trends, evolution and future directions of Professional English

Presentation style: Workshop (45 min including questions)

On behalf of: International House London

Summary:

'The use of L1 in the classroom is an absolute no-no'. 'BE teachers should be teaching English, and not business'. 'Native speaker teachers are better than non-native speaker teachers'. These are some of the statements that often provoke a strong reaction within BE teachers and trainers. And these are some of the myths prevalent in BE teaching and training that perhaps need re-examining and debunking. Drawing on recent dialogue in our field, this workshop aims to throw up several beliefs that we might have taken for granted, maxims that we have followed since the start of the communicative era of language teaching, and hopes to encourage debate and questioning of the relevance and applicability of them in the BE classroom of the future.

Biographical information:

Chia Suan Chong is a graduate in Communication Studies and has an MA in Applied Linguistics and ELT from King's College London. Currently running Business and General English classes, in addition to teacher training (CELTA) courses, at International House London, Chia is often seen at conferences speaking about ELF, Dogme, Systemic Functional Grammar, and Intercultural Pragmatics. She speaks English and Mandarin as her first language, and Japanese, Italian and Spanish as her second. Active on Twitter, Chia loves a good debate and blogs regularly at chiasuanchong.wordpress.com.

Session D4

Title: "Authentic Learning Materials"

Speaker: Claire Hart

Presentation type: Teaching tips for teachers of Business English

Presentation style: Workshop (45 min including questions)

Summary:

What are authentic materials? How can we make the best use of them in our courses? This is a hands-on, participatory workshop which will focus on how to adapt authentic documents from the workplace in order to produce relevant and interesting learning materials for our learners. The focus will be primarily on creating materials for Technical English, however, the same principles apply to just about every area of English for professional purposes.

I will present the experiences of authentic materials creation I have gained while teaching Technical English in helicopter factories, construction companies and IT firms. Participants will have the opportunity to discuss and respond to the issues I raise and will be challenged to generate ideas for materials development based on a selection of documents I will provide.

Biographical information:

Claire Hart has been teaching English since 2005. She currently works as a freelance in-company and online English trainer for several companies in Southern Germany. She specialises in Technical English, English for logistics and tailor-made general Business English courses.

Claire shares lesson ideas on her blog: Business English Lesson Plans: www.businessenglishlessonplans.wordpress.com. She has delivered a number of successful teacher training workshops at conferences across Europe and at teachers' associations in Germany on a range of topics from technology in the classroom to Technical English. She is a member of the BESIG Online Team (BOT).

Session D5

Title: "Teaching Business Theory in a Business English Context"

Speaker: Martin Lisboa

Presentation type: Relationships between Professional English and other disciplines

Presentation style: Workshop (45 min including questions)

Summary:

Where does Business English stop and Business Studies start? Can a Business English teacher teach content from a Business Studies course? Is teaching students how to communicate persuasively using 'benefits not features' an example of a business communications theory, and as such the preserve of marketing communications experts, or can we consider it as our own, as an example of business language? This workshop will explore the answers to these questions and argue that the barriers are blurring and that we as a profession can and should move purposely into this territory. The position taken here is that the Business English profession has a body of knowledge and expertise that can indeed inform the study of Business. A mutual learning process where each 'side' learns from each

other. The points made are illustrated with material from the newly published Business English course Business Advantage (pub. Cambridge University Press).

Biographical information:

Martin Lisboa's interests span EAP, Business ELT, Business Studies and doing Business. He has an MBA from the OU Business School and has worked in Mexico, the UK and Italy. Most recently he was Business English teacher at Fondazione Campus/University of Pisa and previous to that set up his own executive language training centre in London, was Senior Lecturer at London Metropolitan University and Assistant Director (Marketing) at the British Council, Milan. He is co-author of a new Business English course, 'Business Advantage', (pub. Cambridge University Press, Jan 2012). He is currently finishing off the Advanced level of 'Business Advantage' (due out Sept 2012).

14.15 – 14.30 Room change

14.30 – 15.00 (30 min) Sessions E

Session E1

Title: “The Exponential Factor: a dynamic model for engaging students in learning”

Speaker: Roy Bicknell

Presentation type: Teaching tips for teachers of Business English

Presentation style: Talk (30 minutes, including questions)

Summary:

In recent years I have been exploring approaches which stimulate student reflection. Raising classroom awareness engages students and enables them to become more autonomous learners. One way of doing this is to open up new learning perspectives. This is what the Exponential Factor does.

How does this principle work? We foreground key concepts which underpin our programmes and integrate them as active elements for the classroom. We are creating a dynamic model which can drive the development of a single session or an entire programme.

A recent model I used with product developers is based on the concept of Talking Time. Teacher-student interaction thus becomes an explicit element which changes the classroom dynamic. We will discuss how this shaped the development of the programme. We will also look at the broader didactical implications of using similar models.

Looking for new ideas on our practice? Come to my talk!

Biographical information:

Roy Bicknell is based in Amsterdam and teaches Business English and Intercultural communication at Horizon Interlingua. His BE specialities include financial services, advisory and human resources. Roy writes for Business Issues, and is especially interested in unorthodox learning strategies and classroom activities which can be used in different learning environments.

Session E2

Title: “Using corpora in materials development”

Speaker: Evan Frendo

Presentation type: English for Professionals and the use of technology

Presentation style: Workshop (30 minutes, including questions)

Summary:

Most of us are aware of the excellent corpus analysis tools now available to business English teachers, tools which help us analyze the language our learners need, and use that analysis to inform how and what we teach. Many of us, however, never really move beyond this awareness to take full advantage of these tools – it simply takes too much time or effort. In this session I would like to describe my own experience in this area, and demonstrate some simple techniques for producing corpus based materials which I have found useful in my own teaching.

Biographical information:

Evan Frenedo is a freelance trainer, teacher trainer and author based in Berlin. A frequent speaker at conferences, he also travels widely in Europe and Asia, either to run courses or to work as a consultant. He has written a number of books over the years, including “How to Teach Business English” (Longman, 2005), and most recently four books for the new Pearson Vocational English series. He writes the regular research review in BESIG Issues, and also runs an active blog, English for the Workplace, which explores issues relating to ESP and business English teaching.

Session E3

Title: “Creating Contextual Narrative-Based Course Material for Young Business English Learners”

Speakers: Luke Thompson and Andy Johnson

Presentation type: New materials and innovative ways on how teachers can use them

Presentation style: Talk (30 minutes, including questions)

On behalf of: The London School of English

Summary:

In this presentation we aim to share our approach to writing materials for our Young Business English course (students aged 18-28). We find that younger professionals sometimes struggle in tasks as they lack experience. This means they might not realise the value of some lesson content or fail to identify the way language changes depending on the situation. They need detailed examples and contexts through which to focus on the impact of language.

For this reason we have developed lesson materials based around case studies with characters and narratives which provide 15+ hours of class time. These simulations include a number of different language and skills points, along with a strong focus on soft skills. We have found that these lessons make our Young Business English courses motivating and realistic as they mirror genuine business contexts.

In our talk we intend to explain what our narrative-based materials involve, highlight their strengths and possible shortcomings and give some insight on how we wrote these materials.

Biographical information:

Luke Thompson is a trainer at the London School of English and recently won the Macmillan Dictionary Award for Best Blog 2011 for his website, "Luke's English Podcast".

Andy Johnson is Courses Manager at The London School of English. He is a prolific materials writer for both the school and Cambridge Exams.

Both Andy and Luke are DELTA qualified, have extensive experience of teaching business English and EAP overseas and in London. They have a special interest in blended learning, ICT and material development.

Session E4

Title: “Approaches to writing in ESP”

Speaker: Louis Rogers

Presentation type: Teaching tips for teachers of Business English

Presentation style: Talk (30 minutes, including questions)

On behalf of: Oxford University Press

Summary:

Since the rise of the communicative approach writing has probably been the skill given the least time in classroom. So how can we bring writing back to the classroom in an engaging and productive manner? There are commonly claimed to be three main approaches to teaching writing; product, process and genre. This talk looks at the strengths and weaknesses of the three approaches and suggests an approach which uses the best elements of all three.

Biographical information:

I have spent much of my recent TEFL career working in various fields of ESP, in particular Business English and EAP. After spending a number of years teaching around Europe I returned to the UK to complete a Masters in ELT. For the last 6 years I have been teaching at the University of Reading. Recently, I have combined my experience of EAP and Business English to write two levels of the OUP course Skills for Business Studies that accompanies Business Result.

15.00 – 15.30 Coffee break and exhibition in the Lobby

15.30 – 16.00 (30 min) Sessions F

Session F1

Title: “ELT & Coaching? Where's the connection?”

Speaker: Michelle Hunter

Presentation type: Discussions on the trends, evolution and future directions of Professional English

Presentation style: Talk (30 minutes, including questions)

Summary:

“Coaching...helps direct communication and the ability to challenge in a non-confrontational way with clarity and purpose.”

As teachers, coaching skills can help us improve our lesson delivery, interact more clearly with students, facilitate learner autonomy in the classroom – and beyond. As teaching professionals, we can benefit from the personal clarity and increased confidence working with a trained coach brings. As freelancers, the knock-on effect for our businesses is improved customer relations, more of the kind of work we want and ultimately, increased turnover.

In this short talk, I will share my personal experience of coaching and how it's impacted my teaching, my business and me personally. This is currently a “hot topic” – Mark Powell facilitates a 1-2-1 coaching workshop; Alison Hail talked about Coaching vs.1:1 teaching in Dubrovnik last year. Indeed, industry uses coaching for management teams as a standard tool today – so why not for professional teachers too?

Biographical information:

A teacher of EFL in Southern Germany for 13 years. Qualified Business Trainer and recently certified Business & Personal Coach. Licensed freelance trainer of the renowned UK-based women's development programme, Springboard. Career and personal development is my passion. Each of us has a wealth of talent and potential - a lot of it often still waiting to be uncovered. My aim is to facilitate a degree of mobility in my clients, be it speaking a better level of English or achieving a long-desired goal. I want to share what I've learned in the area of personal development with whoever is curious to listen! For more information: www.keeptraining.de

Session F2

Title: “Teach with your head in the cloud”

Speaker: Laurence Whiteside

Presentation type: English for Professionals and the use of technology

Presentation style: Workshop (30 minutes, including questions)

Summary:

While more and more institutions invest in multimedia labs and virtual learning environments, many of us still don't have access to them. During this workshop, I'll show you how to combine cross-platform cloud storage media like Dropbox and Google Docs with free virtual classrooms to create simple yet effective online resources for your students for free.

Biographical information:

Laurence Whiteside has taught English in Spain, the UK and now France. He currently teaches Business English to students of Economics and Finance in a university near Paris, and is an active member of TESOL France.

Session F3

Title: “A Case of the ‘Dudders’ or Nursing English for Beginners”

Speaker: Ros Wright

Presentation type: New materials and innovative ways on how teachers can use them

Presentation style: Talk (30 minutes, including questions)

On behalf of: Pearson (Paris office) Dawn Slaughter

Summary:

Bedpans and dentures, pain maps and flow sheets, ABCs and ECGs, responsible nursing is NOT simply a series of routine procedures. Neither is nursing about treating the patient purely on a physical level. Nursing is a holistic process that also takes into consideration the psychological, socio-cultural, environmental and politico-economic impacts on the patient, their symptoms and their treatment. Emphasis placed on the therapeutic nature of nursing means our learners, more than any other, have a very real need to communicate effectively from day one. Theorists from the field of medical communications highlight the need for comprehensible pronunciation, active listening skills, non-verbal communication and the ability to bridge professional and lay language. The presenter demonstrates how, by incorporating authentic content and a grammar syllabus while replicating current nursing methodologies, trainers can provide nurses with the essential tools for effective communication in English, even at low levels.

Biographical information:

Twice President of TESOL France, Ros Wright has focused on English for medical purposes (EMP) in Paris since 1998. She is co-author of several EMP titles including Vocational English for Nurses 1&2 (Pearson) and now offers specialised EMP teacher training courses together with Virginia Allum and Marie McCullagh.

Session F4

Title: “Top tips : How to make the most of those video clips”

Speakers: Elizabeth Tomlinson and Joan Ryan

Presentation type: Teaching tips for teachers of Business English

Presentation style: Workshop (30 minutes, including questions)

Summary:

Using video material in our Business English lessons can be great, but where do we find the time to hunt down a suitable clip, let alone prepare a decent lesson? Where can we get the material without slogging over a hot laptop all evening?

In this practical workshop we intend to tackle these questions, looking at:

- the benefits of using video technology in class
- what types of video material are available to BE trainers
- new and innovative ways of using short video clips in the business English classroom
- how video material can be adapted to different learner levels and needs

Participants will get the chance to exchange ideas and actively contribute through group work.

Drawing on actual examples, we hope to share with participants a range of video resources and techniques to maximise their potential as a learning resource.

Biographical information:

Elizabeth Tomlinson, originally from the North of England, has taught English for eight years in Spain, Hungary and Germany. She now works for i-lang GmbH, specialising in ESP, Technical and Business English. After completing the Trinity Diploma in 2008, she has also been responsible for teacher training and development.

Joan Ryan is an English trainer with i-lang GmbH, Germany and has been teaching English since 2002. She has lived and worked in Japan, the Netherlands, Belgium, Italy, France and Switzerland. She is particularly interested in the use of new technologies in the classroom, learner autonomy and professional development.

16.00 – 16.15 Room change

16.15 – 16.45 (30 min) Sessions G

Session G1

Title: “Using Scenario Planning in the Business English Classroom”

Speaker: Suzanna Miles

Presentation type: Teaching tips for teachers of Business English

Presentation style: Talk (30 minutes, including questions)

Summary:

Scenario planning is used by many companies as a way to secure success in the marketplace of the future. By identifying the key trends and principle drivers of growth over a period of time, strategies are put in place to build on successful past performance and policies are implemented to face the challenges of the future. Future planning also involves pinpointing or imagining potential risks and creating measures to minimize their impact on business operations. This talk will focus on how the scenario approach has been used successfully in teaching Business English and English for International Tourism Management to both undergraduates and postgraduate students. Using authentic case studies from the world of tourism and business as a starting point, students are introduced to a range of language and skills that make for exciting and creative learning. Practical ideas for classroom-based tasks, including report writing and oral presentations, will be given.

Biographical information:

Suzanna Miles has been teaching ESP to undergraduate and masters students in the Department of Management at Venice University since 1995. She is also the founder of Proenglish, a small language centre providing one-to-one training in professional English skills and tailor-made programmes for

Italians working in both the public and private sectors. She is constantly searching for ways to bring new ideas and stimuli into the classroom. She is particularly interested in creating teaching materials that meet the real needs of the language learner in a professional context.

Session G2

Title: “Using Edward de Bono’s Six Thinking Hats to boost conversation classes”

Speakers: Divya Brochier and Brad Patterson

Presentation type: Teaching tips for teachers of Business English

Presentation style: Workshop (30 minutes, including questions)

Summary:

Have you ever dreaded teaching a Business English student who “just wants to talk”? Felt mildly guilty about the fact that the student hadn’t made any measureable progress the year before combined with resignation at the fact that he/she may not make progress in the time to come? Have you longed to solve this by giving more structure to “just talk” yet know that with some students a structured English language lesson is just not something either of you can stick to? I’d like to share with you a fun technique I found to classroom discussion: Six Thinking Hats by Edward de Bono, a thinking tool that combines parallel thinking with efficient problem solving; and in my case with an ESL twist. I can’t guarantee that it will make your students brilliant but it did bring new life to my conversation classes that were stagnating.

Biographical information:

Divya Brochier is a lecturer of English at ENSAE Paris Tech and Ecole Centrale de Paris. She is also an avid language learner. Divya’s research interests lie in classroom processes and dynamics and she has recently begun her doctoral research in the area of teacher motivation.

Brad Patterson has been a language teacher for over a decade and is a passionate language enthusiast himself. These days, he freelances as an EFL teacher in Paris, consults international companies as a Chinese interpreter, and also acts as a community manager for a number of organizations online.

Session G3

Title: “Word of the Week and Other Ideas for Business English Classes”

Speaker: Vicky Loras

Presentation type: Teaching tips for teachers of Business English

Presentation style: Workshop (30 minutes, including questions)

Summary:

My workshop will focus mainly on an activity that has proved very successful in my Business English classes - Word of the Week, which is an idea that we weave into several other kinds of activities. The teachers present will be actively involved to find these words and expressions and participate in the activities. I will also mention some other ideas that I use with my students and which help them a lot in their everyday business tasks.

Biographical information:

My name is Vicky Loras and I am an English teacher, born in Toronto, Canada.

For ten years, my sisters (Eugenia and Christine) and I owned an English School in Greece, The Loras English Academy, but I have now moved with my eldest sister to Switzerland, where I continue to work as an English teacher, teaching mainly adults.

I believe in teaching as an ongoing learning process, both for the benefit of the students and the teacher.

Session G4

Title: “What’s the next step in my career as a Business English teacher? Get published!”

Speaker: Nick Robinson

Presentation type: Relationships between Professional English and other disciplines

Presentation style: Talk (30 minutes, including questions)

On behalf of: Nick Robinson ELT Author Representation

Summary:

What does it take to become an ELT author these days? Why would you even want to? What’s it actually like to write a book? What types of product are publishers looking for? How do you choose a publisher and sell your idea to them? How do you write a proposal? How do you know who to send it to? Will they even read it? Do you need an agent – someone to help you get published? What does an agent actually do? What can *you* do to improve your chances? How should you promote yourself? Can your blog or Twitter account help? Or is it better to just forget all of this and self-publish? We’ve only got 30 minutes, but these are just some of the questions I’ll attempt to answer in this session, which is aimed at anyone who’s interested in how this whole publishing thing works.

Biographical information:

I own and run *Nick Robinson ELT Author Representation*, an agency I set up to help great teachers become great authors. My goal is to get teachers published. I’ve worked in ELT publishing since 2004, as a Marketer, Editor and Brand Manager at Cambridge University Press and as Publishing Manager of English360, the award-winning online learning platform. I’ve also written numerous books for CUP, including *Cambridge English for Marketing*. Before all that, I taught in Barcelona, specialising in Business English and ESP. You can find me online at nickrobinsonELT.com and on Twitter at @nmkrobinson.

16.45 – 17.00 Room change

17.00 – 18.30 Keynote in Thevenin Amphitheatre

Title: “Language and the Internet “

Speaker: Prof. David Crystal

Summary

What influence is the Internet having on language, and what is happening to language as it comes to be used on the Internet? There is a great deal of misleading popular mythology, which needs to be replaced by precise linguistic description. The talk presents the view that the Internet is in some respects a linguistic revolution, introducing new opportunities for communication, but that its influence on individual languages has so far been quite limited.

Biographical information

Professor David Crystal is one of the world's foremost authorities on language. An internationally renowned writer, editor, lecturer, and broadcaster, he received an OBE in 1995 for his services to the English language. He has authored and edited over 100 books, including *The Cambridge Encyclopedia of Language*, *The Stories of English*, and *Language and the Internet*. *Internet Linguistics: A Student Guide* and *The Story of English in 100 Words* were published in 2011.

Poster presentations:

Poster 1

Title: “ ADVANCING ENGLISH AS A FOREIGN LANGUAGE TEACHERS’ PROFICIENCY THROUGH INTERNET ‘LESSONWRITER“

Author: Saltanat Meiramova

Presentation type: New materials and innovative ways on how teachers can use them

Summary:

This paper describes how the engagement of English as a Foreign Language teachers with the Internet ‘LessonWriter’ can play an important role in their advancing proficiency. Internet ‘LessonWriter’ can create a comprehensive literacy lesson plan and useful teaching materials from any academic content in minutes.

This paper also focuses on the impact of Internet ‘LessonWriter’ on the role of the teacher responsible for creating an appropriate learning environment, and how the Internet ‘LessonWriter’ meets students’ learning needs and interests.

The author argues that if the teacher adapts or creates teaching materials by using Internet ‘LessonWriter’, these materials will address all four main competences necessary for developing: listening, speaking, reading, writing. These authentic materials will also improve the discourse awareness of students in multidisciplinary classrooms.

Finally, the paper describes improvement strategies for enhancing listening, speaking, reading, writing skills with the help of graphic organizers, visual representations that reflect lesson structures.

Biographical information:

Saltanat Meiramova is an associate professor in TEFL. She runs occasional teacher training workshops related to Language Teaching and Learning methodology. She has been teaching TEFL for over fifteen years at Gumilyov Eurasian National University in Kazakhstan. She is a holder of JFDP scholarship in Linguistics, the USA (2010) and a member of CATEC (2007), CESS (2009), AILA (2010), IATEFL (2011). Her main interests include TEFL/TESL, EAP/ESP, Applied Linguistics. She has published articles in CIS, Turkey, India, Argentina and some textbooks in English. Her recent textbook for International Law students published in LAMBERT Academic Publishing (2010). Her email: saltanat.m@mail.ru

Poster 2

Title: “ 16 hours of English for IT students: Challenge and Solution“

Authors: Liga Belicka, Tatjana Frolova, Ruta Svetina

Presentation type: Relationships between Professional English and other disciplines

Summary:

The aim of the poster presentation is to share the approach that has been applied in teaching English for Computing – a 16-hour course at the University of Latvia for IT students. The course was supposed to provide first-year students with both basic academic communication skills as well as tools for dealing with the respective professional terminology in English. In the poster the authors have intended to describe the project students had to develop by employing a diversity of resources as well as interviews they conducted, filmed and edited. Besides the detailed information on the project components the authors have also intended to share the successes and areas for improvement they found during and after the course.

Biographical information:

All presenters are experienced ESP lecturers at the Language Centre of the University of Latvia and have had extensive experience as freelancers. The key areas the presenters specialize in are English for Business, Economics and IT.

18.30 – 19.00 IATEFL BESIG presentation and Prize Draw

19.00 – 20.00 Reception in the Lobby