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IATEFL MANCHESTER 2020 BESIG PRE-CONFERENCE EVENT

Stepping outside our comfort zone

Business English is often described as an “umbrella term” that covers a wide range of communication skills, teaching contexts and disciplines. Learners’ needs often differ widely, as do the approaches used by teachers and trainers, who may come from very diverse backgrounds and have different levels of experience.

This means that as business English trainers we are often confronted with the requirement to step outside our own comfort zones and develop new training activities in order to meet our learners’ or our clients’ specific needs.

These activities will typically range from task-based approaches, which focus on simulating real world business communication, to more language-based approaches which focus on areas like context-specific lexis or pronunciation.

This pre-conference event aims at bringing together business English professionals who are interested in exploring a wide range of business English training activities.



PCE SCHEDULE 17 April 2020

10:00 - 10:15 Opening remarks
(Evan Frendo)

10:15 - 11:00 Session 1 - ADAPT:
how to help students work and
relate across cultural borders (Chia
Suan Chong)

11:00 - 11:30 Coffee

11:30 - 12:15 Session 2 - Dare to
do it: Business English training
activities for heterogeneous
classrooms at technical universities
(Birte Horn)

12:15 - 13:30 Session 3 - How to
handle specialized clients (Rachel
Paling)

13:30 - 14:30 Lunch and networking

14:30 - 15:30 Swap shop and group
discussions (all)

15:30 - 16:00 Coffee

16:00 - 16:30 Swap shop and group
discussions (all)

16:30 - 17:00 Wrap up

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MORNING SESSIONS

ADAPT: how to help students work and relate across cultural borders

We might teach our students to make meaning with words, but do we help them communicate effectively with people from different cultures? Do we prepare them for situations where they are faced with unexpected behaviour and communication styles? In this workshop, we will consider the role culture plays in areas like giving/receiving feedback, team collaboration, and negotiations and presentations, and explore concepts of face, time, trust, and reasoning styles. We'll also be looking at how the ADAPT framework can help us and our students become better at relating to people across borders.



Chia Suan Chong is a writer, a communication skills and intercultural skills trainer based in York, UK. She is the author of *Successful International Communication*, where she presented her ADAPT model as a framework for dealing with intercultural conflict. Having been *etprofessional's* resident blogger from 2012 to 2019, Chia specializes in interactive workshops that encourage reflection for more effective international communication and improved collaboration.

Dare to do it: Business English training activities for heterogeneous classrooms at technical universities

For non-native students at technical universities having to speak English in class is often very much outside their comfort zone. Nevertheless, with English being the language of business and science in a global market, they are required to train and improve their skills in this area. In this session I will discuss challenges in extremely heterogeneous classrooms, share methods that have proven successful, and explore ideas that dare both student and teacher to step outside their comfort zone.



Birte Horn has been teaching English as a Foreign Language for more than fifteen years. Working predominantly in tertiary education at STEM-focused universities of applied sciences, she tirelessly seeks new and creative ways to engage and motivate her students. Her main areas of teaching and interest are Business English, Technical English and Intercultural Communication.

How to handle specialized clients

Training/coaching clients that are top tier or specialized executives means that BE trainers often go beyond comfort zones. This workshop explores handling such clients, due diligence analysis of functional needs, clarity of goals, coaching around actions and exploring how to create focused sessions based on the three former points. Profiles of clients will be used as case studies to troubleshoot needs and content.



Rachel Paling began teaching English in Spain at 17. She has a BA Honours in Law/Spanish, Masters in Human Rights and qualified as a UK Lawyer in 2003. She is a PCC ICF Coach and has been coaching Business clients over the past 20 years. She has created *Neurolanguage Coaching®*, a language coaching certification course accredited by International Coach Federation USA.

AFTERNOON SWAP SHOP

The afternoon event is designed to enable attendees to share ideas and activities which they have developed themselves. The swap shop will be split across different tables, with each table focussing on a specific theme – needs analysis activities, vocabulary and lexis building, intercultural perspectives, business English as a lingua franca (BELF), replicating the “real-world” of business English, soft skills, online resources and promoting learner autonomy.

Attendees are free to move around between tables and discussions, or simply remain in one place.

ABOUT IATEFL BESIG – WE MEAN BUSINESS!

IATEFL BESIG represents the interests and needs of the international business English teaching community. We offer – both online and offline – a stimulating annual conference as well as other face-to-face events, regular newsletters, webinars and weekend online workshops. We also offer an expanding list of high-quality members-only resources including awards and scholarships.

IATEFL BESIG is run by a group of volunteers who form the committee and take on the various jobs involved in managing the SIG. The Committee currently consists of the following SIG members.



Dana Poklepovic
Joint Coordinator



Evan Frendo
Joint Coordinator



Andreea-Katia Nechifor
Events Coordinator



Oksana Hera
Joint Web & Online
Team Coordinator



Rob Howard
Joint Web & Online
Team Coordinator



Maria Szugfil
Administration &
Sponsorship Coordinator



Sara Awad
Publications Coordinator



Michelle Hunter
Treasurer

Visit our website www.besig.iatefl.org to find out more.