


Challenge and Change

Conference Schedule

Friday, 13 November 2020

14.00-14.45 UTC	Main room					
	Conference opening					
	Welcome message and networking					
14.45-15.00 UTC	BREAK					
	Room 1 <small>sponsored by Efficient Language Coaching</small>	Room 2 <small>sponsored by Business Spotlight</small>	Room 3	Room 4	Room 5	Room 6
15.00-15.45 UTC	Tamari Dolidze Planning BE Classes based on Authentic Materials	Sarah Plochl CPD Online - Where to begin?	Evan Frendo Data-driven learning - a little more colour	Ridha Mejri Do we need a "different" approach to BE teaching?	Erica J Williams Adapting to Change - Teaching Presentation Skills	
15.45-16.00	BREAK					15.45-16.30 UTC Efficient Language Coaching Showcase 
16.00-16.45 UTC	Sabrina Lucidi Workshop design made easy	Maria Isabel Huaccho Unlocking your lesson potential through creativity	Anna Murray Staying Nimble with Authentic Materials	Elena Matveeva Preparing teenage students for future workplace	Simon Lehrner Concise, clear, remote? Training writing online	
16.45-17.00	BREAK					
17.00-17.45 UTC	Oksana Hera Films as a tool in business English training	Anan AbdElRahman Positive Thoughts, Positive Results!	S.M. Mushtakhusen Synchronous and Asynchronous Learning	Kasia Warszynska Randomize it? - How to Teach BE Using Generators	Antoine Marcq Developing constructive communication skills	
17.45-18.00	BREAK					
18.00-18.45 UTC	Yulia Blinova Asynchronous Speaking Club: the Hows and the Whys	Galina Khinchuk & Vicky Margari Certificates for BE: the Cert Ibet vs the FTBE	Rob Szabó Covid-19, Digital Pedagogy and the Future	Maria Szugfil Don't stop me now! Feedback for online BE learners	Yuliya Shtaltovna Challenge your BE curricula to teach soft skills	
18.45-19.45 UTC	Main Room The Break Room Networking event					




Für alle, die weiterkommen wollen.



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WWW.BUSINESS-SPOTLIGHT.DE/BESIG

Saturday, 14 November 2020

11.00-11.45 UTC	Main room Y.L. Teresa Ting Communicating with the Brain in Mind					
11.45-12.00	BREAK					
	Room 1 sponsored by Efficient Language Coaching	Room 2 sponsored by Business Spotlight	Room 3	Room 4	Room 5	Exhibition room
12.00-12.45 UTC	Rachel Appleby Advanced-level issues: Confidence building	Roy Bicknell Make the Fragile Real: Build Sustainable Practices	Mike Hogan Dealing with change and managing performance	Dragana Gak Material selection - old guidelines still apply?	Valentina Dodge A stopped clock is right twice a day	
12.45-13.00	BREAK					
13.00-13.45 UTC	Rachel Paling Black Swan: how neuroscience can help us through upheaval	Claire Smith Learning stations in online synchronous classrooms	Tim Phillips What comes after coaching?	Margaret O'Keeffe Employability - Skills required for the future	Linda Slattery Online job interviews: research, apply, speak!	12.45-13.30 UTC Cornelsen showcase 

	Room 1 sponsored by Efficient Language Coaching	Room 2 sponsored by Business Spotlight	Room 3	Room 4	Room 5	Exhibition room
13.45-14.00			BREAK			13.45-14.30 UTC Pearson Showcase 
14.00-14.45 UTC	Randi Harlev Seize the Day: Making Content Relevant in Crises	Gabriella Kovács & Carrie McKinnon Empowering through shared responsibility	Ben Dobbs An Introduction to Six Sigma	John Hughes & Paul Dummett Business English Creative Thinking activities	Isadora Pereira Costa Once upon a time... Storytelling as an online tool	
14.45-15.00			BREAK			14.45-15.30 UTC National Geographic Learning Showcase 
15.00-15.45 UTC	Mercedes Viola How we are surfing these uncertain times	Regina Szuszkiewicz Making BE learning more effective with games	Dale Coulter Mediate, collaborate, facilitate	Dana Poklepovic Upskilling Learners for the Future Workplace	Isabella Keilani Creating engaging activities for online classes	
15.45-16.00			BREAK			
16.00-17.00 UTC	Main Room Discussion Panel					
17.00-18.00 UTC	Main Room The Break Room Networking event					

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Join our exhibition showcase on Saturday from 12.45 to 13.30.



Cornelsen

Potenziale entfalten

Sunday, 15 November 2020

Main Room						
11.00-11.45 UTC	Michael Handford					
	National stereotypes at work: Does it happen, and should we care?					
11.45-12.00	BREAK					
	Room 1 sponsored by Efficient Language Coaching	Room 2 sponsored by Business Spotlight	Room 3	Room 4	Room 5	Exhibition room
12.00-12.45 UTC	Geoff Tranter	Clarice SC Chan	Katrin Lichterfeld	Ishita Ray	Tom Fassnidge	
	Humour and Creativity as Essential BE Skills	Challenges novice professionals in Hong Kong face	Inclusive BELF practices boost job performance	Blurring Business Boundaries = Opening BE Horizons	Receptive Skills in a Professional Context	
12.45-13.00	BREAK					
13.00-13.45 UTC	TEAM ELC	David Booth	Marjorie Rosenberg	Ron Morrain	Rudi Camerer	12.45-13.30 UTC
	Witnessing business clients transforming through Neurolanguage Coaching	AI in Language Assessment - What are we afraid of?	Doing well while doing good	BE Online: Content + Methodolgy are still king	The Language-Culture connection & the BE future	Regipio Showcase

Sunday, 15 November 2020

	Room 1 sponsored by Efficient Language Coaching	Room 2 sponsored by Business Spotlight	Room 3	Room 4	Room 5	Exhibition room
13.45-14.00	BREAK					
14.00-14.45 UTC	Shweta Paropkari Teaching Online - Challenges and Best Practices	Andreea-Katia Nechifor Engaged, not entertained - Gamification in BE	Ricardo Lacerda Bruns Designing (unexpected) just-in-time courses	Ian McMaster & Steve Flinders What, if anything, does it mean to be authentic?	Melanie Hussell How to create a good LinkedIn Profile	13.45-14.30 UTC Macmillan Showcase 
14.45-15.00	BREAK					
15.00-15.45 UTC	Karin Heuert Galvão A virus, a crisis, and chaos: Can you teach BE?	Mary Sousa What a challenge! Teaching BE to a deaf student	Bob Dignen & Jeff Aristy Learn how to Teach Fierce!	Chia Suan Chong Making infographics come alive	Sherri Williams Parenting & Working in BE During Uncertain Times	14.45-15.30 UTC Business Spotlight Showcase 
15.45-16.00	BREAK					
16.00-17.00 UTC	Main Room Open Forum					
17.00-18.00 UTC	Main Room Break Room Networking event					

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Letter from Joint Coordinators



What a year this has been! At the Annual Conference last year we announced that the 2020 Annual Conference would be in Warsaw, and negotiations with the venue were well under way. Unfortunately that was not to be, and instead IATEFL BESIG, like so many organisations around the world, decided to go online.

Luckily we had a very capable (and flexible) team, with Andreea-Katia Nechifor, our Events Coordinator, ably assisted by the BESIG Online Team led by Rob Howard and Oksana Hera, and the result is this wonderful "Challenge and Change" weekend which we will all be able to share and enjoy. Of course many others were heavily involved in the planning, but a special mention must go to Maria Szugfil, our Administration and Sponsorship Coordinator, who went well above and beyond the call of duty to successfully manage a complex web of sponsorship deals. And last, but certainly not least, we would like to acknowledge the incredible back-up from Eleanor Baynham, the IATEFL Special Interest Groups and Publications Officer, and the rest of the IATEFL team in Faversham, without whom none of this would have been possible.

As always, our Annual Conference is one of the biggest gatherings of business English practitioners in the world, a great opportunity to network and learn from each other, and we look forward to a fantastic weekend. We have some excellent sessions for you to enjoy, from inspirational plenaries, to networking sessions, and a wide range of talks and workshops. The Exhibition Room is a particularly important element, and the team has worked hard to create a unique environment for you to visit and enjoy, offering as it does the chance to interact with a number of publishers and sponsors, take part in raffles, and find out about the latest innovations and developments in our industry. You will not be disappointed. And finally, the Open Forum on Sunday is a chance for members (and potential members) to hear more about what has been happening behind the scenes, ask questions, and see what we have planned for the future.

All that remains is to wish all of us a very successful conference. Looking forward to meeting you!

With very best wishes

Dana and Evan



The IATEFL BESIG Committee



Dana Poklepovic
Joint Coordinator



Evan Frendo
Joint Coordinator



Andreea-Katia Nechifor
Events Coordinator



Oksana Hera
Joint Web & Online Team
Coordinator



Rob Howard
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JOIN US IN THE BREAK ROOM

RELAX

Fri 13 November 18.45-19.45 UTC

Grab a coffee or tea, get a donut and slip on into the Break Room.

CHAT

Sat 14 November 17.00-18.00 UTC

Chat about life, the universe and everything.

ENJOY


Sun 15 November 17.00-18.00 UTC

See old friends, make new ones, network and connect.

NETWORK

Every 2nd and last Wednesday of the month ... every month

The committee would like provide a platform where both members and non-members can meet regularly.

 **BESIG**

The BESIG would like to thank all of our volunteer hosts and moderators for their time and support to take this event online.

**The BOT
BESIG Online Team**



Andrzej Stecik



Grace Alchini



Kirsten Waechter



Mercedes Viola



Sue Annan



Annette Peukert



Betty Molt



Birte Horn



Dalon Gupta



Dragana Gak



Elena Agori



Karin Heuert Galvão



Katrin Lichtenfeld



Mariella Maridueña Vargas



Marissa Huaccho



Melanie Hussell



Rachel Appleby



Sabrina Lucidi



Silke Riegler



Uma Tadema



Vicky Margari



Zoe Hadjianastasiou

Communicating with the Brain in Mind

Plenary talk

When we teach, we teach to brains. Likewise, when we communicate, we communicate with brains. As such, principles behind “good education” are often highly relevant and applicable to “good communication”. In this plenary, I would like to share some fundamental research findings from cognitive neuroscience research which help us understand how the brain likes its information (or not). I will delineate how these findings were used to design materials for “the teaching of complex concepts” and suggest how such principles can be applied to its heterozygous twin called “the communication of complex ideas”, a common occurrence in most “business contexts”. In this way, I hope that English Educators and Trainers of this SIG will not only get useful pointers for developing their own instructional materials, but also gain insights to share with their own learners who must, after all, communicate with brains, in English or any other language.



Y.L. Teresa Ting is an Assistant Professor of Applied Linguistics in English (University of Calabria, Italy); she holds a PhD in Neurobiology (USA) and an MA in TEFL (UK); received the 2013 ELTons Award for “Innovative Materials” destined for upper secondary EMI science classrooms; was a member of the ECML Project (2012-2015) on Pluriliteracies; is a member in the Erasmus-Plus Project (2019-2021) “CLIL for ALL: Attention to Diversity in Bilingual Education”; has published CLIL-teacher-training manuals with CUP and also EMI-materials for upper secondary learners (e.g. CUP “Talent”; Zanichelli “Maths.CLIL” and “Natural Science.CLIL”); has trained EMI teachers at EU and non-EU universities; has published academic papers reporting research on EMI contexts, especially from the point of view of materials design, use and efficacy.

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National stereotypes at work: Does it happen, and should we care?

Plenary talk

Do businesspeople stereotype others, and does it matter? In this talk I will demonstrate that stereotyping nationality (e.g. 'don't trust the French') is arguably a social practice among certain workplace communities. And while it may help create in-group identities (Bucholtz, 1999) among these communities, employing stereotypes may be problematic from both ethical and instrumental perspectives. As such, the talk engages with the themes of the conference by framing stereotypes as challenging behaviour, behaviour that organisations might consider changing.

The talk will address three questions. Firstly, what are examples of national stereotypes at work? This descriptive question draws on the relevant literature, agreeing with Landy (2008) that the bulk of research into stereotypes at work is based on experimental data. As such it does not analyse workers, at work, doing work. A corpus-informed analysis of authentic interactions is then used to answer this first question, and then the second question: When, and why, do businesspeople use national stereotypes at work? It is argued that in

meetings, they tend to occur in interpersonal narratives, as evaluative devices, can be highly exclusive and reinforce a culture that is not open to diversity (Handford, forthcoming). In interviews with employees, they are often used to justify or provide accounts of existing practices. The third question considers what we, as teachers and trainers, should (or should not) do about such usage. I present findings from consultancy work with a multinational corporation in Japan (Handford, 2020) which argues that critically engaging with stereotypes as a training focus, and exploring cultural identities from an anti-essentialist perspective (Handford, van Maele, Matous and Maemura, 2019), may benefit organisations and their employees in terms of both international sales and creating a culture that promotes inclusion and diversity.



Michael Handford (PhD, Nottingham) is Chair of Applied Linguistics at Cardiff University, where he is Director of Internationalisation for the School of English, Communication and Philosophy, and Director of Research for the Centre of Language and Communication Research. He has published on discourse in professional settings, cultural identities at work, stereotyping at work, conflict in workplace interactions, essentialism and intercultural communication, the application of corpus tools in discourse analysis and intercultural communication, English as a Lingua Franca, and language learning. He is the author of *The Language of Business Meetings* (Cambridge University Press), co-author of the coursebook series *Business Advantage* (Cambridge University Press), and co-editor of *The Routledge Handbook of Discourse Analysis*.

REFs

Bucholtz, M. 1999. 'Why be normal?': Language and identity practices in a community of nerd girls. *Language in Society* 28(2), pp. 203–223.

Handford, M. (2020) Training "international engineers" in Japan: discourse, Discourse and stereotypes. In L. Mullany (Ed), *Language in the Professions: Consultancy, Advocacy, Activism*, London: Palgrave.

Handford, M. (forthcoming). "I tell you don't trust the French": National stereotypes in workplace narratives. *Narrative Inquiry*.

Handford, M., van Maele, J., Matous, P. and Maemura, Y. (2019) 'Which culture? A critical analysis of intercultural communication in engineering education. *Journal of Engineering Education*. 108, 161–177.

<https://onlinelibrary.wiley.com/doi/full/10.1002/jee.20254>

Landy, F. (2008) Stereotypes, bias, and personnel decisions: Strange and stranger. *Industrial and Organisational Psychology*. 1(4), 379-392.

Positive Thoughts, Positive Results!

Talk

A positive environment is one in which students feel a sense of belonging, trust others, and feel encouraged to tackle challenges, take risks, and ask questions. I will provide various teacher-tips to a thriving positive online classroom that impacts positively on results.



Anan AbdElRahman is an experienced teacher and instructor. She is a RELO Mentor Trainer and teacher Educator with the British Council, pursuing TESOL Diploma, she is FELT certified with BA in English and two post graduate diplomas in Methodology.

Advanced-level issues: Confidence building

Workshop

Advanced learners generally cope effectively at work. They have a good lexical range in their field and are either fluent, but with some mistakes, or instead may lack their desired fluency. So they may feel they don't give a good impression, they lack confidence and are frustrated.

This session will demonstrate strategies intended to challenge and motivate advanced students: activate passive vocabulary, iron out mistakes, promote fluency, demonstrate progress, and ultimately build confidence.



Rachel Appleby teaches advanced level BE & university students. She is a CELTA trainer and runs various on/offline teacher training courses for the British Council & The Consultants-e. She's (co)written a range of student and teachers' books for OUP & Macmillan.

Asynchronous Speaking Club: the Hows and the Whys

Talk

In my talk I am going to share the results of the action research I conducted in July and August of 2020. I decided to set up a speaking club for both General and Business English students who I was working with 121. My goal was to create a space where they can practise speaking without being chained to a particular time or place and benefit from communication with like-minded individuals during the lockdown. So, I am inviting you to see how it worked out and apply my experience to your context.



Yulia Blinova (MSU, CELTA, IH: Teaching 121, TKT) is a private English tutor based in Moscow, Russia, with over 10 years of experience in teaching a variety of courses, including BE, exam preparation and ESP.

Make the Fragile Real: Build Sustainable Practices

Workshop

Current teaching is fragile. As we move away from pre-Covid 19 practices, do we: Stay online? Go back to F2F? Or go in-between? We say: Do all three! Let's explore together these connections and differences and get to the heart of our new teaching matter. For this, we have (re)designed a trio of classroom activities, to help you step back and readjust your teacher views of mixed ability, student feedback and more. Expect a practical and reflective workshop. All ELT's denominations are welcome!



Roy Bicknell lives and works in Amsterdam as an ELT trainer / teacher trainer, specializing in Business English. He is chief editor of the IATEFL BESIG Editorial Team which has been publishing the digital Conference Selections series since 2012.

AI in Language Assessment - What are we afraid of?

Talk

Technology has revolutionised our lives. We now rely on multi-disciplinary, remotely based teams, communicating virtually. But we are still resistant to change. Whilst technology has helped us overcome significant challenges, we still do not trust it. In this talk I will look at how technology has impacted most strongly on language testing. Replacing the tired and dated models of language assessment; replacing it with bias free, automated assessments which are fairer to the learner.



David Booth is the Director of Test Development for Pearson English Assessment. He is responsible for the development of specific Pearson tests ensuring that all tests are developed to the highest standards.

The Language-Culture connection & the BE future

Talk

This webinar starts by asking basic questions like: What is the future of Business English with digital tools rapidly achieving perfection? Or: Why is it that contexts, e.g. cultural ones, create meaning? Or: Why does a political body like the Council of Europe meddle with intercultural communication training? The aim is to provide a sound theoretical basis for seeing language and intercultural training as inextricably connected and to provide examples of well-tried training practice.

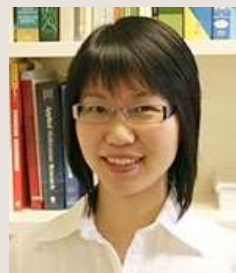


Dr. Rudi Camerer is one of the two official translators of the Council of Europe's CEFR Companion Volume (2020). Besides directing elc-European Language Competence he is the (co) author of numerous publications on the language-culture connection.

Challenges novice professionals in Hong Kong face

Talk

Understanding the communication challenges that professionals commonly face at work is important for designing suitable business English courses for them. In this presentation, we will look at the challenges faced by novice professionals in Hong Kong and compare them with those faced by their experienced counterparts. It will be shown that while both groups shared some common difficulties, the novice group faced some unique problems arising from the use of both English and Chinese in their work.



Clarice Chan is a researcher and practitioner in the area of business English. Her 2018 paper published in *English for Specific Purposes* won an Outstanding Article on Business Communication Award from the Association for Business Communication, USA.

Making infographics come alive

Commercial presentation

Infographics are knowledge made visual. They often contain interesting, and sometimes surprising, information that can be a great springboard for discussions. The interpretation of these visuals and the co-construction of meaning can also offer useful practice of mediation (recently added to the new CEFR descriptors). So how can we use infographics in an engaging and motivating way? This talk looks at some practical ideas including examples from Cornelsen's *Basis for Business*.



Chia Suan Chong is a writer, communication skills trainer and a teacher trainer. She is the author of *Successful International Communication*, and was English Teaching Professional's award-winning resident blogger from 2012 to 2019.

Mediate, collaborate, facilitate

Commercial presentation

Changes to the CEFR have brought the framework more in line with the needs of business English learners today. New additions include collaboration and pluricultural skills. The need to diversify your skills as a trainer has never been stronger. But as a business English trainer, I may feel less confident in my own ability to train these skills. As a communication skills trainer though, I'd like to share practical ideas to do just this, as well as examples from the *Basis for Business* series.



Dale Coulter is a leadership and communication skills trainer with a strong background in Business English training. He has also been involved in the development of successful print and digital education products.

Learn how to Teach Fierce!

Commercial presentation

Since 2010 York Associates has delivered Fierce Conversations, a communication and culture-change programme from best-selling US-based author Susan Scott. Fierce is a radically authentic approach to conversation, with tools which develop skills for effective decision-making, networking, coaching, feedback and time management. The presentation introduces the Fierce approach, and outlines an exciting NEW accreditation process for teachers who want to integrate soft skills into their classrooms.



Bob Dignen is a director of York Associates and ILP, International Leadership Performance, organisations which develop international communication skills and effectiveness through training, coaching and team building.



Jeff Aristy is the founder and managing director of Big Apple Business, a training, coaching and consulting company based in Munich, Germany. Jeff is also an accredited Fierce trainer.

An Introduction to Six Sigma

Talk

Six Sigma is a set of tools, approaches and ideas for ensuring quality in an organisation. This involves analysis, direction, critical thinking, creativity and communication. In order to develop their brand, Six Sigma is a logical area for trainers and coaches to move into. This session will look at how trainers and coaches can become agents for in-company improvement and change and will introduce attendees to tools for training such as 5S, force field analysis, DMAIC and more.



Ben Dobbs is a leadership and communication trainer, and executive coach based in Dublin and working internationally. He is certified as a Six Sigma black belt and Change Management Specialist. Ben is also an accredited Cert IBET provider.

A stopped clock is right twice a day

Talk

A broken clock is never right. Many of our planet's business models are broken. As business trainers how can we integrate sustainable case studies, include greener models and offer more ethical narratives? We will look at a range of business processes, frameworks and resources from circular economy to backcasting, from the Vision2050 Road Map to the SDGs Compass Guide. This presentation will provide practical examples on how to integrate these notions in our training. We are still in time!



Valentina Dodge has 25 years' experience in BE teaching, training, materials design, and corporate program design. She is based in southern Italy where she runs bespoke courses for local companies. She is also a Quality Auditor for PeopleCert.

Planning BE Classes based on Authentic Materials

Talk

ESP Teachers and students are naturally attracted to authentic materials such as written texts and recorded videos which have not been produced for the purpose of language learning. Planning BE Classes based on authentic materials lead the BE class to real-life language usage and in general, make ESP learning process more meaningful and engaging for the learners through raising their awareness around most recent topics and finally boost learner autonomy and a constructive learning process.



Since 2004 **Dr. Tamari Dolidze** has been a Lecturer/Assistant Professor of EFL/ESP at BSU. From 2017 Associate Professor of Batumi State Maritime Academy, Part Time Professor of GRUNI, 2020 - Associate Professor of Pegaso International University.

Receptive Skills in a Professional Context

Commercial presentation

Some candidates see language tests as simply a hurdle to be cleared, a certificate to be filed away and forgotten about. This attitude minimises the real-world value of such tests and can lead to a narrow focus on rote preparation techniques. Using the Occupational English Test as an illustration, this presentation shows how workplace skills can be used to develop effective test preparation techniques and how these techniques can in turn be leveraged to improve professional communication.



Tom Fassnidge is a teacher, editor and writer who has been preparing candidates for OET since its acceptance by UK regulatory bodies in 2017. He is the author of OET Reading & Listening Skills Builder from Express Publishing.

Data-driven learning - a little more colour

Talk

Data-driven learning (DDL) has been around since the mid-eighties, and provides an excellent way for BE teachers to bring authentic language into the classroom. Yet despite its long history, some teachers remain hesitant to use it. In this session I will explain what DDL is and demonstrate just how useful it can be. The talk will include descriptions of easily available tools as well as activities which you can easily adapt to suit your own teaching context.



Evan Frendo has been active in Business English since 1993, mostly in the corporate sector. A frequent speaker at conferences, he also travels regularly in Europe and Asia to run courses or work as a consultant. See www.e4b.de for more information.

Material selection - old guidelines still apply?

Talk

The corona virus has reshaped our lives; teaching included. This talk explores the questions concerning selection of teaching materials in the light of new circumstances. Transition to only online classes led to issues of availability and accessibility of materials. As a result, some activities, although interesting and effective, are simply not doable. Additionally, particular topics, such as traveling for business, may now seem inconsiderate and far off for many learners.



Dragana Gak holds a PhD in Linguistics and teaches Business English at the University of Novi Sad, Serbia. She has extensive experience in designing and conducting ESP courses for both pre-work students and in-work learners.

Seize the Day: Making Content Relevant in Crises

Talk

When working with learners in crisis, we can display empathy by adapting our materials to the new reality. In this talk, we will review a process used to embed learners' real-life experience into existing course materials. We will look at challenges faced and opportunities seized during the COVID-19 crisis in a B2 ESAP course for business students at Ruppin Academic Center in Israel. Business English teachers and trainers will come away with a clear framework for adapting their own materials.



Randi Harlev teaches EAP and Business English at Ruppin Academic Center, Israel. She has taught EFL, trained teachers, and designed and developed courses for publishers and universities. Randi holds a PhD in Organizational Behavior and an MA TESOL.

Films as a tool in business English training

Talk

As a pastime, watching films has remained popular even during the pandemic. However, how shall we use this resource effectively in the BE learning context? In this presentation, participants will be invited to reflect on their experience of exploiting films in training. After that I will share some practical advice on how to create a conducive environment for using films with BE learners, as well as offer a selection of activities that came into being as a result of 'Movies by Levels' project.



Oksana Hera is a business English and intercultural communication trainer from Lviv, Ukraine. She takes an interest in effective in-company training and blogs at www.languagetconnect.com. She is a Joint Web and Online Team Coordinator at IATEFL BESIG.

A virus, a crisis, and chaos: Can you teach BE?

Talk

2020 is undoubtedly going to stay in history as one of the most chaotic, insane, and stressful years. Students and teachers were thrown into the digital world overnight, and with no experience or time to adapt. With financial hardship, companies had no choice but to let go of excellent professionals, and yet, they had to deliver results - WE had to deliver results. In this talk, we will discuss and analyze how we can reinvent ourselves and remain relevant and sane in today's BE market.



Graduated in Languages and with a background in Law, **Karin Heuert Galvão** has worked in ELT for nearly two decades. She is the DoS at i-Study Interactive Learning, Teacher, Teacher Trainer, and Executive Coach. She is a corporate trainer and Behavior Analyst.

Dealing with change and managing performance

Commercial Presentation

In these challenging times, all of us have had to adapt to change, both reactively and proactively. Our clients and course participants are facing similar situations. They're not necessarily in the same boat, but we're possibly on the same river. This talk will look at practical ways to face into change and proactively manage performance - yours and theirs. Examples from Cornelsen's Basis for Business series will be used.



Mike Hogan is a trainer, teacher trainer and performance coach. He has written many course books including Cornelsen's Basis for Business and Business English for Beginners series.

Unlocking your lesson potential through creativity

Workshop

In recent years, the impact of creativity in language learning has been in the spotlight. But how can we integrate it more effectively in our BE lessons? Is it just about 'creating new things'? Definitely not, it helps us to deal with change, to be flexible and to have an empathetic awareness of the materials and activities designed so they can be engaging and varied. In this workshop, we will present some tips and share some practical ideas to be applied according to our own teaching contexts.



Maria Isabel Huaccho is a highly experienced Business English trainer and EFL teacher trainer. She specializes in corporate programmes, ELT methodology and ESP. She holds the LCCI BE Teaching Certificate and has finished her Master studies in TEFL.

Business English Creative Thinking Activities

Commercial presentation

In business, creative thinking can be seen as divergent thinking used to solve problems and 'creative' workspaces are regarded as aspirational. In the session, we'll consider what we mean by creativity in the language classroom and what expressions like 'thinking outside the box' really mean and you'll leave with 10 practical ideas! Including examples from our 2020 ELTons award-nominated title 'Critical Thinking in ELT' and our course book 'Success with Business' (National Geographic Learning).



John Hughes and Paul Dummett are both award-winning ELT authors and teacher trainers. Both have many publications; both co-authoring on 'Life', John on the third edition of 'World English' and Paul on 'Keynote', all from National Geographic Learning.

How to create a good LinkedIn Profile

Talk

If you are a freelance trainer and are actively looking for work, it is important to have a good LinkedIn profile in addition to your qualifications, experience and inter-personal skills. I will guide you through LinkedIn's features with tips and tricks, giving you a few insights into SSI, writing articles and posts and will present differing views as there seems to be no right or wrong. Lastly, I will show you how to search for clients without paying for Premium or Sales Navigator.



Melanie Hussell works as a Business Communication Coach in Brussels specialising in pronunciation and presentation skills. She also has over 16 years' European corporate experience at senior management level across several sectors.

Creating engaging activities for online classes

Workshop

When teaching online, it is not always easy for us to help our participants stay on task and focused. To create valuable learning experiences online, it is essential to keep attention awake, give ample opportunity to practice and to make learning last. Using varied and multi-sensory activities allows you to switch mode regularly, to reach out to diverse needs and ensure variety. In this practical workshop, I will provide you with teaching ideas that you can adapt and use in your classroom.



Isabella Keilani is a language coach and communication skills trainer based in Graz, Austria. She has a keen interest in what makes people tick and how she can help them perform better and communicate with more confidence in international settings.

Certificates for BE: the Cert Ibet vs the FTBE

Workshop

Are you wondering how to market yourself better in this 'new normal'? Then, join us as we explore the two most widely known certificates for Business English trainers, the Cert Ibet and the FTBE. We will discuss the pros and cons, and what we gained from the experience. We may not have all the answers yet, but we turned the current challenge into an opportunity, and we hope to share this with you.



Vicky Margari lives to learn. Jumping from hospitality to teaching, she swears the answer to the shrinking world of online teaching is qualifications.



Galina Khinchuk is a BE trainer based in Berlin, Germany. She is passionate about learner motivation.

Empowering through shared responsibility

Workshop

Scaling down the spoonfeeding component for corporate language learners is essential. Ambitious goals create a more balanced responsibility agenda with increased wellbeing for trainers and a more leveraged, autonomous learning attitude for trainees, leading to joint ownership of learning scenarios. We will introduce novel accountability designs and describe how a sensitive, flexible mindset embraces stronger ownership in alignment with coaching principles and a corporate learning culture.



Gabriella Kovács, ACC and Carrie McKinnon, M.S.Ed. are both pioneers in the field of language coaching. They founded the International Language Coaching Association to address the need for quality professional development and assistance for language practitioners to upgrade and upskill.

Designing (unexpected) just-in-time courses

Workshop

Dealing with unexpected situations is just one of the most common challenges for any Business English professional. This includes, for instance, having to prepare a client to deliver a specific presentation in only a few weeks or days before the event itself. In this workshop I invite you to explore and reflect about the use of Performance Based Learning approach, so you can design and deliver just-in-time courses without compromising the needs of your client for any BE specific situation.



Ricardo Bruns has been working as a Business English trainer and consultant since 2009. He holds a CertIBET, a CELTA, and has over ten years of multicultural corporate experience. He's also one of the main coordinators of the BT-BESIG in Brazil.

Concise, clear, remote? Training writing online

Talk

As online texts increasingly demand brevity and offline teaching has become scarce, teaching students appropriate writing skills can be challenging. Remote learning often does not foster a supportive dialogue, yet new possibilities arise with it. This talk evaluates a set of automated (e.g. text recognition) and personal feedback techniques (randomized peer feedback, among others) tested to help students to summarize complex matters all the way to the length of a tweet.



Simon Lehrner has a background in teaching ESL, psychology and philosophy and is currently working mostly to deploy digital support meaningfully. He is also passionate about gaming and literature and translates games to spread the fascination.

Inclusive BELF practices boost job performance

Workshop

A useful combination of structured formal training and self-directed informal learning (self-access resources and performance support systems) could highly boost employees' intrinsic motivation and self-reflection. Moreover, social distancing has increased the employees' need to feel emotionally connected. We will have to raise their metalinguistic and metacognitive awareness and build small-culture communities of practice to create a BELF mindset and finally increase their job performance.



Katrin Lichterfeld has been working as a freelance in-company trainer (communication skills/intercultural competence) in Germany for 20 years. She took part in the EU-funded ENRICH project 'ELF practices for inclusive multilingual classrooms'.

Workshop design made easy

Workshop

Be it for a workshop, a lesson, or an entire course, planning will always be an essential part of our job. Having tools that make it easy in terms of organising, retrieving, and stimulating our creativity can save a lot of time and energy...and they can make planning more fun. This session will have the participants co-plan "The Best Workshop Ever" by exploring and using SessionLab platform.



Sabrina Lucidi is an online language coach, teacher trainer and e-learning consultant. Her "Teaching in the clouds" program of workshops was helping teachers and trainers to shift to online teaching already before the Covid-19 crisis.

Developing constructive communication skills

Commercial Presentation / Workshop

We know that constructive communication means a combination of self-expression and listening skills: expressing ourselves clearly and respectfully and considering the arguments and emotional cues of our interlocutor. In this workshop, we explore the 5 Pillars of Identity and how to implement them in our sessions. These activities engage students in the communicative process beyond logical arguments. Learners develop skills that set them apart and significantly improve their business skills.



Antoine Marcq specialises in developing advanced communication skills. He is a business and language coach with 15 years experience. Having established a language center, he co-founded Resource Education with Tom Wiseman to provide ELT materials.

Preparing teenage students for future workplace

Talk

In the fast-changing world and with a new generation of future professionals ready to enter the employment, there has to be a different approach to teaching Business English. We would argue that it is vitally important to start teaching elements of Business English as early as high school thus better preparing students for their adult life. In the talk we will share our experience of teaching teenagers presentation skills and other business skills through organising extra-curricular clubs.



Elena Matveeva has more than 20 years of experience in teaching Business and General English both at the University and private language schools. Her main interest lies in teaching Presentation skills. Currently she is teaching adults and teenagers.

What, if anything, does it mean to be authentic?

Commercial presentation

This talk grew out of the discovery that both presenters felt unease about the way “authentic” and “authenticity” are used in relationship to leadership. We will examine different uses of these terms; question whether we should always try to be “authentic” at work; and suggest a way of avoiding the ambiguity which we feel surrounds “authentic” and “authenticity”. The talk is essentially the same as the BESIG webinar we delivered in October.



Ian McMaster is editor-in-chief of the business communication magazine *Business Spotlight* and a former co-ordinator of IATEFL BESIG.



Steve Flinders is a freelance writer, trainer and coach, based in Malta.

Do we need a "different" approach to BE teaching?

Talk

We are living in a VUCA and glocalised world. Many organizations have matrix structures based on project teams. These teams are virtual, multilingual and multicultural. On balance communication, soft, social, digital as well as intercultural skills are indispensable in the business world. This talk will present a 'different' approach to teaching BE by focusing on communication, case studies and project-based learning.



Ridha Mejri grew up in a bilingual and bicultural environment namely Arabic and French. He is currently a senior lecturer for Business Communication and Intercultural Management at the Worms University of Applied Sciences and an in-company trainer

BE Online: Content + Methodology are still king

Workshop

In the current COVID-19 situation, many teachers are racing to catch up with their technology skills to be able to teach Business English online. But, while technology skills are important, many have forgotten about BE content and the methodology needed to deliver effective BE online learning. What topics should teachers cover in a Business English online class? How should the learning cycle be planned and managed? What about those much needed - but elusive - formative assessment loops?



Ron Morrain is the innovator of the graphic facilitation concept *Ready-made Mind Maps, that promotes methodologies E.g. - TBL, PBL, and CLIL. He has been promoting the concept at conferences, universities, workshops, and webinars internationally.

Staying Nimble with Authentic Materials

Commercial Presentation

Now that we have seen how the way we do business can change virtually overnight, it is more crucial than ever that our curricula be nimble enough to stay relevant and adapt to ever-changing needs and contexts. As a result, the use of authentic materials has gone from a 'nice-to-have' to a key element in the BE classroom. This talk will look at techniques for sourcing and exploiting authentic materials for BE classes, whether in-person or online, without excessive prep time.



Anna Murray has taught English to adults in Italy, the US, Ireland, and online since 2007. She began teaching BE in 2013 after an interval in hospitality management, obtained a Delta in 2019, and is now writing for New Way Press Publishing, Ireland.

Engaged, not entertained - Gamification in BE

Talk

Games have always had their place in business English and the shift to online delivery has brought about a huge number of apps that promise to put fun into learning. However, gamification means more than scores, points, and badges. In this interactive session, I will explore the difference between structural and content gamification and share sample activities for both virtual and in-class delivery.



Andreea-Katia Nechifor is a business English trainer and school owner passionate about blended learning and instructional design. She is also the IATEFL BESIG's Events Coordinator.

Employability – Skills required for the future

Commercial presentation

What are the skills of the future that will ensure a place in tomorrow's job market? We will look at employability in the context of the international workplace and why teaching skills, such as collaboration, effective communication, problem solving and giving feedback, is key in today's English training. We will specifically explore ways to teach these competences online using both synchronous and asynchronous activities. This session includes materials from Pearson's *Business Partner* series.



Margaret O'Keeffe is an ELT writer, teacher and teacher trainer. She is co-author of several business and ESP titles including *English for international Tourism*, *Market Leader Advanced* and the eight-level *Business Partner* series.

Black Swan: how neuroscience can help us through upheaval

Talk

Black swan events can be a shock and have a major effect. The theory was developed by Nassim Nicholas Taleb and many businesses use this as a background for crisis management. Could neuroscience and understanding our brain arm us and help us through such events? The brain in times of crisis.



Rachel Paling
BA Hons Law/Spanish, MA Human Rights, MA Applied Neuroscience, qualified UK Lawyer, 35 yrs language teaching experience and prof. PCC ICF Coach. Creator of Neurolanguage Coaching®, trained 700 language teachers with accreditation from the ICF

Teaching Online - Challenges and Best Practices

Talk

In my talk, I aim to discuss both the challenges of shifting to online teaching and best practices a teacher can adopt for a business English virtual class in a university/college setting. These are derived from my personal experiences and those of teachers around me. I hope to address common concerns, chalk out some best practices I adopted in my teaching and help develop a framework of sorts for teachers to take back to their virtual classroom.



Shweta Paropkari

I am a BE trainer with a Master's degree in English, a trainer certification in both BEC and IELTS, and have recently completed my certTESOL from The London School of English with Merit. Additionally, I'm a trained Cambridge presenter.

Once upon a time... Storytelling as an online tool

Workshop

Very often, English classes lack a little magic to transform both teaching and learning in to a meaningful and pleasurable experience. More and more, studies demonstrate that when students are presented with dynamic, engaging and authentic activities their confidence is boosted and learning occurs more naturally. In this session, participants will be given clear strategies and practical examples on how to use storytelling also in their online classrooms.



Isadora Pereira Costa has been teaching English for over 25 years. She works with children, teenagers and adults. She holds 2 bachelor's degrees, one in communication and one in education. She also holds a TESOL, a CPE, a CAE and many other certifications in ELT.

What comes after coaching?

Talk

Teacher, trainer, coach? Over the years Business English providers have been skilled survivors. What will be our role in the post-Covid era? We offer a unique mix of linguistic, intercultural, behavioural and facilitation skills. But what are the current and future communication needs of our clients and how can we help address them, on- and offline? This talk will present in concrete terms the future role Business English providers can play, and the skills and formats they will need to master.



Tim Phillips is an EFL corporate trainer, business coach and consultant. Based in Germany, he has worked across Europe and South East Asia for over 30 years in training and commercial roles, gaining deep insight into employees' daily training needs.

CPD Online -Where to begin?

Workshop

Thinking about strengthening your teaching profile in corona-time but don't know where to begin? Let your community help you! Together, we will determine which competencies in your skillset need strengthening (methodology, language expertise, teaching qualifications, digital tools, or networking). From there, we will map out what options are out there and exchange experiences about which ones are worth your time (and money).



Sarah Plochl is the Chair of HELTA, a trainer and DoS at English Language Institute, as well as a budding language coach. Originally from Hamburg and with a background in linguistics, she started teaching in 2012 and has recently completed her Delta.

Upskilling Learners for the Future Workplace

Talk

As language experts, business English trainers have a unique opportunity to help learners develop their soft skills and meet the challenges of the new workplace. In this interactive talk, we'll discuss the impact that disruptive trends have on the way organizations work and communicate. We will then explore the competencies to foster creativity, critical thinking and conflict resolution through experiential activities. We'll talk about the role of the trainer and how to assess learners' progress.



Dana Poklepovic is a BE trainer and certified executive and CI-Q Coach. She is specialized in corporate training, coaching and disability inclusion in the workplace. Dana is an international speaker and IATEFL BESIG Joint Coordinator.

Blurring Business Boundaries = Opening BE Horizons

Talk

In the post-Covid era, our potential stakeholders can be anywhere in the world. Corporate or freelance professionals, what are the skills they need to up their games? With the spotlight back on intercultural communication, movements like BLM re-awakening our consciences, what can BE trainers offer in this changed world? While listening and questioning skills find new scope, avoiding unconscious biases or microaggressions in communication become key to making workspaces inclusive.



Ishita Ray is a Learning Consultant in Intercultural Communication and Business English, formerly worked at Tata Consultancy Services. She has more than a decade of experience in the academic and corporate organisations in designing learning content and strategy.

Doing well while doing good

Talk

It can be a challenge to learn the specific skills our BE learners need if we have not worked in business, but being proficient in them can increase our marketability in an increasingly competitive market. One way to fill this gap is to volunteer for teacher associations, including local TAs, IATEFL BESIG or IATEFL. This talk will demonstrate how we can learn and practice these important skills thus raising our own profiles and giving us confidence to teach them to our learners.



Marjorie Rosenberg has been teaching business English and training teachers in Austria for over 30 years. She is a business English author, a past Coordinator of the IATEFL BESIG, and Past President of IATEFL.

Synchronous and Asynchronous Learning

Talk

The current pandemic situation has made us switch to online learning-teaching completely since March 2020. This has been a new learning-teaching experience for both learners and facilitators. Engaging the learners in synchronous learning has been a challenge for facilitators like me who have completely switched to online teaching. The talk will focus on the use of different online platforms for synchronous and asynchronous learning in business English classrooms with some examples.



Mushtakhusen S.M. is an Assistant Professor at ICFAI Business School, Hyderabad, India. He handles courses in Business Communication and Soft Skills for MBA and BBA programs. He has over 17 years of experience in academics as well as industry.

Challenge your BE curricula to teach soft skills

Talk

Business English world addresses Communication Skills and Business Skills in 2020, but do we actually teach enough Soft Skills in the class? Even if we do, do we make our students aware of this fact? How about transferrable and digital skills? Skills of 21st century, Future Skills? Let's try and make it clear how we can bring value of teaching those to the class at University, corporate sector and individually



Yuliya Shtaltovna
Ph.D and MA in Linguistics, M.Ed in Higher Education Business English Communication and Soft Skills Trainer
University Lecturer, Researcher, Podcaster

Online job interviews: research, apply, speak!

Talk

Knowledge, research skills and the application of these are fundamental to academic and professional success. Yet, an increasingly digitalised landscape means that students often need to demonstrate these competences in a synchronous online environment. My talk presents and evaluates an innovative and self-directed project designed not only to help learners meet this challenge, but also individualise their preparation for an online job interview to optimise their live speaking performance.



Linda Slattery

As an academic coordinator in the Competence Center for Business English at FHWien, Austria, Linda Slattery's current focus is on enhancing the design and delivery of blended learning courses for tertiary education business students.

Learning stations in online synchronous classrooms

Talk

This talk will remind the audience what bricks and mortar classroom learning stations look like and how they can translate to the online synchronous classroom using HyperDocs. By combining these 2 approaches lessons can be designed harnessing the advantages of both to produce engaging, differentiated lessons which promote learner agency. We will examine an online learning stations lesson and discuss how they might work in different teaching contexts.



Claire Smith has been a freelancer teaching Business English in Universities of Applied Science in Germany for over 10 years. She specialises in English for healthcare and is newsletter editor for the English Language Teacher's Association of Ulm.

What a challenge! Teaching BE to a deaf student

Talk

I am teaching a student who was born deaf. Having recently lost his job due to the COVID-19 pandemic, Business English skills will greatly increase his employment prospects. First, second, and last is the challenge of teaching without audio. I will describe what works, what doesn't and the student's response to my efforts. The project requires a willingness to change and adapt and has produced new insights into online teaching which are critical for our unpredictable future.



Mary Sousa

I teach English as a foreign language to adults. My big challenge is integrating traditional and Internet-based methods. Also, I run a weekly discussion group with native speakers of English and Hungarian, unique because we switch languages half-way.

Covid-19, Digital Pedagogy and the Future

Talk

In this talk, Rob will give his opinion on the impact of the Covid-19 pandemic on corporate language and communication training. The core components of the talk will include the emergence of digital pedagogy, remote work and global virtual teams.



Rob Szabó (M.Ed) is passionate about enabling global digital transformation in the field of corporate language and communication training. A former BESIG Committee member, Rob is currently the Director of Pedagogy at Learnship.

Don't stop me now! Feedback for online BE learners

Talk

Deciding how and when to give learners positive/corrective feedback on their speaking performance can be tricky, especially when dealing with C-level managers. The move to online teaching may have added an extra level of complexity to your decision-making, but it also offers new possibilities. In this talk, we will first revisit various aspects of giving feedback face-to-face and then explore the opportunities and limitations that the online environment presents.



Maria Szugfil: business English teacher based in Germany with over 20 years' experience. Had a big learning curve this year when she started online teaching. Delta, MA ELT, Administration & Sponsorship Coordinator of IATEFL BESIG

Making BE learning more effective with games

Commercial presentation

In the presentation, I am going to discuss how to adjust games to teachers' own style and technique to produce the expected educational results. Plenty of games and fun activities are going to be presented. Some will teach students to express themselves clearly and efficiently, others will hone their cultural competence for their professional life. I will demonstrate numerous ideas on how to use the 200 cards from the game 'Beat About the Bush in Business' by REGPIO to create lively discussions.



Regina Szuszkiewicz, MA in English Philology. She has built a recognizable brand: REGPIO. The objective of REGPIO games is to facilitate the learning process. Regina has contributed to the ESL area by presenting at numerous ELT conferences.

Humour and Creativity as Essential BE Skills

Workshop

Both in the classroom, especially in digital teaching, and in real life, the use of humour is an important factor in achieving success. This active, practical workshop will show easy-to-use fun activities to increase classroom motivation and to train learners to use English in a creative, humorous way.



Geoff Tranter has been involved with BESIG for many years and regularly gives workshops at IATEFL Conferences. At present he is BESIG Co-ordinator for IATEFL Poland. He has taught BE and ESP in many professional areas and is a trainer at Dortmund University.

How we are surfing these uncertain times

Workshop

'Society is being transformed by the passage from the 'solid' to 'liquid' phase of modernity, in which all social forms melt faster than new ones can be cast.'(Bauman,2005) This pandemic has showed us our vulnerability and how we need to transform our lifestyles and the way we do business not to drown and keep surfing this liquid world. In this workshop we will look at different projects we have been developing with our clients to:
Keep our jobs as trainers
Help them go through these tough times.



Mercedes Viola
MA in TESOL. Founder and director of 4D Lab, a certified B Corporation
In charge of developing business communications in English for global companies such as Deloitte, Danone, Microsoft, Hyundai. TED Speaker, Co-chair of the Board of Sistema B, Uruguay

Randomize it? - How to Teach BE Using Generators

Workshop/ Commercial Presentation

'2020 is the year of change. We moved our work on-line to stay afloat. How to keep students engaged? Make sure our lessons are above par? Maybe by using random generators? I'll show you that we can teach on-line in a new and creative way. I'll tell you about whole lessons based on using various generators. My ideas require little prep time: you can basically sit down, use the recommended page, and start rocking. Although your lesson might seem like randomness, it'll be quite the opposite!



Kasia Warszynska
BE & GE trainer, Teacher trainer. Travels around Europe with her signature workshops on teaching lexis and grammar. Creator of Jus' Say It - How to Teach Pronunciation creatively - a new on-line course for teachers.

Adapting to Change - Teaching Presentation Skills

Talk

'Lockdown meant most universities suddenly moved online. At first, I questioned if it would even be possible to continue to teach presentation skills. I have and based on my experiences, I will address these issues when it comes to teaching presentation skills online:

- attitudes towards change
- preparation: selecting tools and platforms
- adaptation: you, the learner, materials
- advantages and improvements
- disadvantages and limitations
- exploration of teaching solutions moving forward



Erica J. Williams is a senior lecturer for Business English at the Hochschule Düsseldorf and is author of 'Presenting in English: Find Your Voice' (2008), 'Marketing Communications in English' (2016) and 'Case Studies for Business English'(2019).

Parenting & Working in BE During Uncertain Times

Workshop

Parenting is hard. Being a BE professional is tough. Working as a BE professional while taking care of kids at home during a global pandemic of indeterminable length is downright grueling. This workshop will present the results of a survey of BE professionals with children asking what their experience during the COVID-19 crisis has been, and which creative solutions they have found. It will also be a safe space to share your experiences, challenges and working/parenting hacks.



Sherri Williams is a freelance Communications Trainer based in Berlin, Germany who specializes in training for advanced Business English and visual communication skills under her brand Global Confidence. She is also mom to a beautiful baby girl.

Witnessing business clients transforming through Neurolanguage Coaching

Commercial Presentation

Various Neurolanguage Coaches working with business clients share their experience and insights relating to the learning process which is totally adapted and personalised to coachees. The coaches will not only share how they have assisted these learners, but also their own personal transformation from trainer to coach and the implications of this. The coaches will also share how they have increased their businesses and adapted their USP and how clients react to this.



TEAM ELC

Ingrid Layer
Monika Brabers
Nicole Ziman Laybel

“Challenge and Change”

A discussion panel

Saturday 14th November at 5-6pm (CET) in the MAIN ROOM



Ishita Ray



Ridha Mejri



Ian McMaster



Rachel Paling

Come along to listen to, and join in with, what 4 experienced Business English professionals have to say about the challenges and changes we face in today's world.

Is change the only true constant in this world? How far can we challenge any change that is thrust upon us?

The Exhibition Room

Business Spotlight Showcase

Platinum sponsor

Digital teaching with Business Spotlight

Our digital archive offers a comprehensive collection of materials for your lessons and webinars. Join us in the Exhibition Room and discover the business English materials you've been looking for to add spice and variety to your lessons. Be prepared to ask questions, interact with the presenters and the content, and you might leave home with a collection of learning resources for months to come. Please send us a email to B2B@spotlight-verlag.de with your e-mail address. We will activate your access to the Business Spotlight digital archive for four weeks free of charge!

Business Spotlight

Business Spotlight was founded in 2001 and is a magazine for international business communication in English. It provides not only modern language-learning content for all levels in an attractive format, but also tips and tricks for effective communication and intercultural collaboration, and reports on current events and personalities in the business world.

Efficient Language Coaching Showcase

Gold sponsor

Come in and find out about Life Coaching, Language Coaching and Neurolanguage Coaching - we will be demonstrating Neurolanguage Coaching in action and you can network with our Neurolanguage Coaches and know about their experience and results. There will be two raffle prizes: First, win a FREE ticket to the NeuroHeart Education Conference 2021 in Sitges 7th-9th April 2021 with all expenses paid. Second, a FREE place on our ELC Language Coaching certification course accredited by the ICF – see all details at <https://neuroeducation.events/besig>
Contact: info@efficientlanguagecoaching.com



Efficient Language Coaching has the mission to transform not only language learning but any learning through coaching and neuroscience, applying the Neurolanguage Coaching® method, leading to empowering learners provoking faster and more efficient transfer of knowledge from coach to coachee.

Cornelsen Showcase

Bronze sponsor

Come along and find out how a digital tool can make your lesson planning quick and easy.

We offer free demo versions in our showcase.

Contact: service@cornelsen.de

The logo for Cornelsen consists of the word 'Cornelsen' in a white, sans-serif font, centered within a solid red rectangular background.

Cornelsen was founded by Franz Cornelsen in 1946. His vision was to build bridges between people and connect them through language. In 1987, we stepped into the world of Business English teaching with Basis for Business and have been developing new Business English material ever since.

Macmillan Showcase

Bronze sponsor

Technology in Today's and Tomorrow's Classroom - And why a Coursebook is no longer just a Coursebook

In this session we will focus on what digital and online products come with Macmillan coursebooks and what else is available for you and your students to use. Participants can request a free demo code for teacher's digital resources for a level of In Company 3.0 or Language Hub or a demo code for Macmillan Practice Online.

Contact: help@macmillaneducation.com



Macmillan Education has been advancing learning for over 175 years. We strive to provide the highest quality books, tools and content for students around the world and to build strong partnerships with educators across our curriculum, language learning and higher education divisions.

National Geographic Learning Showcase

Bronze sponsor

Join our community on [Facebook](#) and [LinkedIn](#)! And why not sign up to our blog [In Focus](#), and our [free monthly webinars](#) delivered by authors, teacher trainers, National Geographic Explorers and speakers from the TED stage.

Contact: Beatrix.Mellauner@cengage.com



National Geographic Learning is a leading provider of English Language Teaching materials for learners of all ages, up to and including adult, business and academic education. Our unique partnerships with National Geographic and TED mean we can offer a unique range of authentic materials that inspire and bring your classroom to life. For information on any of our titles, visit our website ELTNGL.com.

Pearson Showcase

Bronze sponsor

Visit our exhibition room and have a chat with Margaret O'Keeffe over a coffee - and receive our IATEFL BESIG goodie bag!

Contact: pbarber@pearson.de



Pearson is the world's learning company with more than 22,500 employees operating in 70 countries. We provide content, assessment and digital services to learners, educational institutions, employers, governments and other partners globally. We are committed to helping equip learners worldwide with the skills they need to enhance their employability prospects and to succeed in the changing world of work.

Regipio Showcase

Bronze sponsor

We are going to show you four REGIPIO games which greatly facilitate speaking practice, the memorization and understanding of some problematic aspects of English learning. Short videos with adult students playing the games will be presented. Craig Taylor, an English teacher, who uses REGIPIO games on a daily basis, will share his experience and give practical advice on how to use games during online classes. Don't miss a chance to get a discount code and win *Beat About the Bush in Business* game!
Contact: regina@regipio.com



REGIPIO is a publisher of educational ESL games for English language learners, at any age. The games have been developed by teachers with passion, sound methodology, and practical experience. REGIPIO aims at stimulating language acquisition and facilitating learning in a natural and fun manner.

Why IATEFL BESIG?

About IATEFL BESIG

annual conference

summer events

pre-conference events at the IATEFL annual conference

monthly webinars

regular blog posts

online weekend workshops

biannual online symposium

conference simulcasts

active Facebook group

regular newsletters

conference selections, describing conference talks and workshops in detail.

supportive multicultural community

scholarships for attending the BESIG Annual Conference and the IATEFL Annual Conference.

BESIG, IATEFL's Business English Special Interest Group, is a professional body representing the interests and serving the needs of the international business English teaching community.

IATEFL BESIG's members are mainly teachers of business English and include both native and non-native speakers of English. The largest proportion of our members comes from Europe, but we also have many members in North and South America, Africa, Asia and Oceania.

IATEFL BESIG offers you ways to improve your expertise in teaching business English and provides a link to other people in the profession. We do this through our annual international IATEFL BESIG conferences, summer events, pre-conference events at the IATEFL annual conference, online weekend workshops, regular newsletters, emails and ebulletins to members and our conference selections describing conference talks and workshops in detail.

For more information see www.besig.iatefl.org