



GDANSK,  
POLAND

The 35th  Annual Conference

# BUSINESS ENGLISH NOW

11-13 November 2022

[www.besig.iatefl.org](http://www.besig.iatefl.org)

# Welcome!

We are very excited to welcome you to the 35th IATEFL BESIG Annual Conference in Gdansk, Poland. Our theme this year as we gather face-to-face is Business English Now. As usual, we bring you three inspiring days of plenaries, talks, workshops, showcase sessions, networking and more. Don't miss the return of our exhibition hall featuring "what's now" from our sponsors.

We encourage you to take full advantage of what your IATEFL BESIG community offers by actively participating, learning, and sharing.

This event would not have been possible without the invaluable support and hard work from so many dedicated people including our wonderful volunteer teams, the IATEFL BESIG committee, everyone at the IATEFL Head Office, our plenary speakers, Marjorie Rosenberg and Leo Selivan, our speakers, our sponsors, but most of all, you, our IATEFL BESIG community. Without you, there would be no "BE" in BESIG.

A special thank you goes out to the Language Center of Gdansk University of Technology, our event partner, for welcoming us to their beautiful campus and hosting our conference.

Congratulations to our scholarship winners: Lucyna Wilinkiewicz-Górniak, this year's First Time Speaker Scholarship winner, and Julia Koifman, our IATEFL BESIG Facilitator Scholarship winner for the IATEFL Conference in Harrogate in April 2023.

Please be aware that we will be taking photos at this event. Images, photos and/or videos may be used to promote similar IATEFL BESIG events in the future. Anyone attending the conference who does not wish to have their image recorded for distribution should make their wishes known to the photographer, and/or the event organisers, and/or contact [andreea.nechifor@besig.org](mailto:andreea.nechifor@besig.org), in writing of his/her intentions and include a photograph. We will use the photo for identification purposes and will hold it in confidence.

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Enjoy the conference,

Maria Szugfil and Rob Howard

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## Friday, 11 November

12.00-13.00	Registration and networking				
13.00-13.45	Welcome!				
	Room 462	Room 452	Room 300	Room 360	Exhibition room
13.45-14.15	Mike Mayor <a href="#">Future skills: what will make our students employable?</a>	Ben Dobbs <a href="#">Training the fundamentals of the 5S methodology</a>	Clare Crawford <a href="#">The 'clam' effect: overcoming user fear</a>	Slobodan Kelecevic <a href="#">Who drives demand for BE training in 2022 and on?</a>	
14.15-14.30	Coffee break				
14.30-15.15 Workshops	Rudi Camerer & Judith Mader <a href="#">The CEFR-CV: Old &amp; familiar-or interesting news?</a>	Rita Baker <a href="#">Language Feedback in Task-based Business English</a>	Roy Bicknell <a href="#">What is real communication in the classroom?</a>		
15.15-15.30	Coffee break				
15.30-16.00	Michelle Hunter <a href="#">Educating tomorrow's BE communicators now</a>	Bartosz Prokop <a href="#">Utilizing the power of AI in English Assessment at EnglishScore</a>	Linda Slattery & Andrew Pullen <a href="#">Can OT help learners write more polite emails?</a>	Silke Riegler <a href="#">Engaging presentations - Check!</a>	
16.00-16.15	Coffee break				
16.15-17.00		Maria Szugfil <a href="#">Reading &amp; Discussion get-together - LIVE!</a>	Rob Howard <a href="#">The Round Table - LIVE!</a>	Andreea Nechifor <a href="#">The Break Room - LIVE!</a>	
17.00-18.00	BESIG Open Forum				

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To find out more, go to [crnl.sn/business-english](http://crnl.sn/business-english)

**Cornelsen**

Potenziale entfalten

## Saturday, 12 November

09.00-10.00	Registration and networking				
10.00-11.00	<a href="#">Our journeys – embracing where we are now</a> Plenary talk with Marjorie Rosenberg				
11.00-11.30	Coffee break				
	Room 462	Room 452	Room 300	Room 360	Exhibition room
11.30-12.00	Ros Wright	Ridha Mejri	Oksana Hera	Julia Koifman	
	<a href="#">Testing Speaking: Finding solutions for the masses</a>	<a href="#">Do we need a “different” approach to BE teaching?</a>	<a href="#">Growing along our clients</a>	<a href="#">Inclusive practices in teaching business English</a>	
12.00-12.15	Coffee break				
12.15-13.00 Workshops		Rachel Paling	Lucyna Wilinkiewicz-Górniak	Halyna Khinchuk	
		<a href="#">Are there any business English learning hacks?</a>	<a href="#">Professional profile &amp; portfolio in BE/BC teaching</a>	<a href="#">A new look at some old games</a>	
13.00-14.30	Buffet lunch				
14.30-15.00	Rob Howard & Andrzej Stęsik	Rudi Camerer	Suzanne Vetter-M’Caw	Mateja Dostal	
	<a href="#">4 by 2 for 1-2-1</a>	<a href="#">Teaching ELF: Language-culture-identity</a>	<a href="#">Motivating active participation</a>	<a href="#">Interaction competencies for business meetings</a>	
15.00-15.15	Coffee break				

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## Saturday, 12 November

	Room 462	Room 452	Room 300	Room 360	Exhibition room
15.15-16.00 Workshops		Rachel Appleby <a href="#">The confidence to stand up and talk!</a>	Marjorie Rosenberg <a href="#">Practicing soft skills in the classroom</a>	Ellen Keates <a href="#">Business English here &amp; now: presence in teaching</a>	
16.00-16.15	Coffee break				
16.15-16.45	Evan Frendo <a href="#">"I look forward to hearing your sound"</a>	Iuliia Galichanina <a href="#">The magic of competency-based instruction</a>	Katarzyna Hylańska <a href="#">How to define the learning impact to be evaluated</a>	Birte Horn <a href="#">Let's play: Fostering student community online</a>	
16.45-17.15	Cake break sponsored by Pearson				
17.15-18.00 Workshops		Kasia Warszynska <a href="#">Get that creativity flowing in a BE setting!</a>	Melanie Hussel <a href="#">How to boost your students' skills with the voice</a>	Joanna Szoke <a href="#">Hybrid teaching - a monster that can be tamed</a>	
18.00 – 19.00	Mix & Mingle event Sponsored by Distance CertIBET Music by the Stanisław Moniuszko Academy of Music in Gdańsk				
19.00 – 21.00	Dinner and networking				



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## Sunday, 13 November

10.00-11.00	<u>Is "Living Language" living up to life?</u> Plenary talk with Leo Selivan				
11.00-11.30	Coffee break				
	Room 462	Room 452	Room 300	Room 360	Exhibition room
	Michael Mansfield	Mandy Welfare	Nadzeya Rusak	Gerard Lysaght	
11.30-12.00	<u>Teaching Business English as Register</u>	<u>From in-company training to pre-service teaching</u>	<u>Learning clusters: Going beyond the classroom</u>	<u>Adding value in a time of change</u>	
		Kirsten Waechter	Antoine Marcq	Sara Plochl	
12.00-12.45 Workshops		<u>Assessing cultural competence in BE training</u>	<u>Startup Project to work with Entrepreneurs</u>	<u>How to start your own online teaching business</u>	
12.45-14.00	Buffet lunch Networking				
14.00-14.30	Closing				

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 SCAN ME

## Our journeys – embracing where we are now

### Plenary talk

This plenary talk will look at the journeys we have taken to get where we are today and the implications for the future. Journeys rarely occur in straight lines but rather in curvy or even divergent paths. What is interesting for us to examine, however, are the lessons learned on our way from the starting point to the present. There are those of us who started out in other fields and ended up in the roles they are in now as well as those of us who planned their teaching careers from the start. We will be looking at the different skills and talents we bring to our jobs, the importance of setting flexible goals, the assumptions we all deal with on a daily basis, the changes in our personal and professional lives, and the effects these have had on what we do and who we are today. Together we can take this opportunity to reflect on where we are now and where we may be heading.



Marjorie Rosenberg

Marjorie Rosenberg has worked with corporate clients since the 1980s in Graz, Austria. She has published widely in the field of business English and on learner preferences. Marjorie is a past IATEFL BESIG Coordinator and a past President of IATEFL.

## Is “Living Language” living up to life?

### Plenary talk

Language is in a constant state of flux, and the traditional grammar rules provided to language teachers do not sufficiently represent this ever-evolving organism. In fact, many grammar rules may be of dubious value to the learner and might even misrepresent how language is used in practice.

Coming from a usage-based perspective and analyzing examples of recent linguistic changes in both corporate and general communication, this talk will explore the historical and developmental factors that make change inevitable and show how a living language, like art, imitates life.



Leo Selivan

Leo Selivan has been involved in ELT for 15 years in various roles: teacher, examiner, teacher trainer, senior teacher, materials writer, e-moderator. He considers himself fortunate in three respects: (1) starting his ELT career with the British Council; (2) having Penny Ur as his Master's thesis supervisor; (3) getting to work with Scott Thornbury on his book *Lexical Grammar*, which saw the light in 2018 (Cambridge University Press). His other professional writing credits include articles in *Modern English Teacher*, *EFL Magazine*, *The Guardian Education*, *Humanising Language Teaching* as well as his own aptly-named blog *Leoxicon* (<http://leoxicon.blogspot.com>).



## The confidence to stand up and talk!

### Workshop

Many of us – as well as many of our students / clients – have to give formal talks or presentations. This could be to a large audience, or to a small group – or even just to one person to ‘sell’ an idea. Most people find this challenge nerve-wracking! Course materials provide lists of “useful phrases”. However, what I need, and what my students specifically find useful, is how to get started, how to engage an audience, and, not least, how to end effectively. And, en route, ways to keep listeners alert! This workshop will look at hooks and tools to help speakers not just survive but succeed!



**Rachel Appleby**  
Besides BE, Rachel trains university staff to teach their subject through English (EMI). She is a CELTA trainer and runs on/offline courses for OUP, BC, Oxford EMI and Budapest Training Institute. She has (co-written materials for OUP and Macmillan.



## Language Feedback in Task-based Business English

### Workshop

No form of language training is more typically task-based than Business English. Scary! If we can't control the language input how do we cope with the myriad feedback possibilities that such activities can expose. A miscellaneous list of corrections (do we have room for grammar?) will not cut the mustard. We need logically grouped, systemically organised parking spaces which our clients can readily access. I will present a few examples of solutions that I have developed over the years.



**Rita Baker**  
Started EFL 1971 - taught all ages in a wide variety of contexts. Established Lydbury English Centre with husband Duncan in 1985 to provide residential immersion courses in English for business and the professions. Creator of the Global Approach.



## What is real communication in the classroom?

### Workshop

How teachers and students communicate with each other is at the heart of learning. This workshop aims to bring more to the foreground what engages our minds in the classroom. I have invited fellow ELT colleagues to reflect (pre-recorded) on questions around classroom communication. They will also be asked to review small-group activities I have designed around this same theme. Do you want to explore everything from active listening to teacher-student talk and more? Just come to this workshop.



**Roy Bicknell** lives in Amsterdam, the Netherlands where he is an ELT trainer and teacher trainer. Roy specialises in business English and believes that educators need to constantly work on what it means to teach and inspire others.

## Teaching ELF: Language-culture-identity

Talk



The “mismatch between teaching materials and real language” (Bargiela-C./Nickerson/Planken 2007) was confirmed by L.H.Phan (2014), Spencer-Oatey (2016), Sharifian (2017) and others. Our guiding question is therefore: Are we teaching the right things? The new CEFR-COMPANION VOLUME offers a helpful approach to teaching English as a Lingua Franca (ELF). We'll suggest teaching material and methods from our own teaching experience, using examples from the ICE Blended Learning Course.



Rudi Camerer directs elc-European Language Competence, a consultancy based in Frankfurt/M. He is one of the two official translators of the Council of Europe's new CEFR-CV into German.

## The 'clam' effect: overcoming user fear

Talk

Fear of misunderstanding, fear of being wrong, fear of reprisals, fear of the language itself ... Fear and anxiety often block learners from participating fully in important conversations, both in the language classroom and in their professional environments. In this presentation, Clare will share some ideas to help language learners understand and overcome anxiety when working in English.



Clare Crawford is a licensed Neurolanguage® and business communications coach and coach trainer, based in Metz, France since 2009.

## Training the fundamentals of the 5S methodology

Talk

5S is a methodology that results in a workplace that is clean, uncluttered, safe and well-organised. This can apply to physical spaces such as desks or facilities or to virtual spaces such as Excel spreadsheets. This approach helps reduce waste and optimise effectiveness and productivity on a personal and organisational level. This is one of many areas that is complementary to language training, coaching and communication.



Ben Dobbs is a director of Distance Cert Ltd., a company providing self-directed distance-learning courses including the Cert IBET. Ben has delivered training in Saudi Arabia, China, the UAE, Russia and many other international locations.



## "I look forward to hearing your sound"

### Talk

Most researchers of English as a business lingua franca (BELF) claim that effective use of English in the business world tends to be more about getting the job done than about adherence to native speaker norms. This does not mean anything goes, but our understanding of what makes business communication successful may need to be revisited. In this talk, I would like to look at examples of one type of BELF communication, emails, and discuss possible implications for us as trainers.



Evan Frendo is a freelance trainer, teacher trainer, and author based in Berlin. A frequent speaker at conferences, he has been a member of BESIG since 1993. You can find out more about who he is and what he does at [www.e4b.de](http://www.e4b.de).



## The Magic of Competency-Based Instruction

### Talk

How much classroom time, on average, does it take to facilitate a dramatic and lasting change in presentation skills of junior IT professionals? Please make your bets! 10 hours? 20? I don't have an answer. But I managed to do it in eight. What helped? Competency-based instruction (CBI) and coaching techniques (CT). So, I am excited to present a case study demonstrating how CBI and CT were employed to reach gains in training efficacy and learning transfer.



Julia Galichanina is a certified ICF coach and a Business English trainer working internationally. She is currently a language training manager at EPAM Systems and makes it her mission to make learning as effective and student-centered as possible.



## Adding value in a time of change

### Talk

How can Business English practitioners continue to be effective and add value to their clients and colleagues at a time of major change in many organisations? Is there scope for our skills to be used to enable best practice beyond Business English? If so, where? This presentation will discuss how Business English specialists can continue to thrive and add value in the midst of changes in the corporate world. It will include best practice examples from several countries and industries.



Gerard Lysaght is a corporate communications and public policy expert with extensive experience of working in multinational companies. He is also an ELT materials writer and the author of two books on teaching English to adults.



## The CEFR-CV: Old & familiar-or interesting news?

### Workshop

How do you respond if things which had been taken for granted suddenly seem to be anything but? You may hear, for example, that the CEFR CV no longer considers Speaking-Listening-Writing-Reading as the four macro-functions all foreign-language teaching should focus on. After a moment of shock, you might ask what on earth is supposed to replace them?! It is at this moment when you start discussing what has been one of the most promising developments in foreign language teaching for many years.



Judith Mader is an experienced teacher and teacher trainer and was until recently Head of Languages at a Frankfurt university.



Rudi Camerer is one of the two official translators of the Council of Europe's new CEFR-CV into German.



## Growing along our clients

### Talk

To help our clients meet their goals, we explore their context. That is when we are also growing as professionals. What we discover may be linked to our language training approaches, the intercultural elements in our programmes, and even some of our underlying beliefs about cooperation with all the stakeholders. In this presentation I will share some of my insights and observations of working with learning requests from a range of clients and how these gradually shape our professional identities.



Oksana Hera is a business English and intercultural communication trainer from Lviv, Ukraine. Her interests lie in enhancing in-company training and helping professionals to improve their communication.



## Let's play: Fostering student community online

### Talk

In my talk, I would like to introduce a project from a Business English class for engineering students. Its goal was to create an online space for students to meet, engaging in short, playful activities. Students used tools such as Padlet, kahoot, etc. to create 15-minute activities for a target group of 20 first-semester students. I would like to illustrate to teachers in similar teaching environments, how language, career, and social skills can be trained by such a project.



Birte Horn is an EFL expert, teaching in STEM-focused tertiary education in Germany. Her main areas of teaching and interest are Business English, Technical English, and Intercultural Communication.

## 4 by 2 for 1-2-1

### Talk

A practical presentation featuring four key takeaways for teaching in a one-on-one environment told through stories of our experiences developing these proven tasks and activities. These logical techniques, when reproduced with your learners, will result in improved communication skills, decreased fossilization, increased engagement, and facilitation of learner objectives. These specific time-saving shortcuts will advance them from prosaic discourse to the level needed in today's business world.



Rob Howard is the Online Language Center and Business Language Training Institute owner, EFLtalks founder, teacher, trainer, writer. IATEFL BESIG Joint Coordinator, Gallery Teachers Masterclass presenter, iTDi TOEFL trainer, Independent Authors & Publishers founder.

Andrzej Stęsik has been involved in ELT for over 30 years as a teacher, trainer, consultant and manager. He is a member of IATEFL BESIG. His particular interests are Business English and teaching one-on-one.

## Educating tomorrow's BE communicators now

### Talk

My university scrapped all business English courses in favor of: "Communication in Business". In this talk I explore what was transferable from my BE toolkit to this new academic course – and vice versa. What do you think could better equip us to meet the demands of doing BE now and educate the ELF communicators of tomorrow? Through evaluating 3 examples from classes of what worked well & what could have gone better, I aim to provide some food for thought to help you answer that question.



Michelle Hunter is a director of Distance Cert Ltd., a published author, experienced conference speaker, a freelance teacher of BE in Germany, and EAP tutor in the UK. She is currently pursuing a PhD in applied linguistics in York, UK.

## How to boost your students' skills with the voice

### Workshop

We all know that our students require language skills to communicate internationally. But how can we give our upper intermediate and advanced speakers the confidence and life skills to stand out on the global stage, especially when there are native English speakers in the room, physically or virtually. Melanie will share some theory and 2 fun exercises (vocal technique and body language) to improve the delivery of your learners.



Melanie Hussell, with 16 years' European corporate experience, works as a Business Communication Coach in Brussels specialising in Persuasive Presentation skills (for native and non-native speakers) and Pronunciation.





## How to define the learning impact to be evaluated

Talk

When learners are faced with a question why they want to learn a language at first the majority of them admits they dream of achieving fluency and communicating freely. And this is what they automatically set as their learning goals. But what if these goals are only superficially the same? What do the above notions mean to each individual learner? How to make sure that learning goals are anchored in the reality of the learner? Against what are we really going to evaluate the learning impact?



Katarzyna Hylńska  
Certified & ICF Accredited  
Professional NeuroLanguage  
Coach, Teacher Trainer and  
Mentor.  
NeuroHeart Education Coach  
Trainer. Advocate of  
professionalisation of language  
coaching.



## Business English here & now: presence in teaching

Workshop

The focus of this workshop is presence in teaching or teacher presence. Presence can be very roughly defined as being fully in the moment, with an open mind to what may present itself. Though most of us will recognise this, presence in the context of education has only fairly recently become a subject of research. How may of us practice teacher presence? Does it have added value to our students, to us teaching professionals, to education as a whole? Come, join in and practice!



Ellen Keates has been an English teacher and trainer all her life. Based in the Netherlands, she now works independently as a business English teacher and trainer. Her main focus lies on innovation, the role of the teacher and on student motivation.



## Who drives demand for BE training in 2022 and on?

Talk

The world is constantly changing and many things are not going back to the way they were before. What does that mean for us? There is an emerging market of people who didn't plan on using English in their jobs but now they need to. One day, they find themselves in a team meeting and it's in English. Many new BE learners have that deer-in-the-headlights helpless gaze and they are turning to us for the right skills. In this talk, I will share good practices which were most successful for learners.



Slobodan Kelecevic  
Slobodan's calling in online BE training. It fuels his passions – developing professionally, helping others grow and using technology to make it happen. He enjoys new professional challenges.

## A new look at some old games

### Workshop

Have the online tools made traditional teaching obsolete? Is there a space for games in the Business English classroom?

This interactive workshop will give you a chance to look at the old games anew. First, we are going to look at the large scale of games available now, their purpose and function. Next, we are going to share our top 5 classroom games and our experience using them in BE classes. Finally, we are going to put our knowledge to practice and play some.

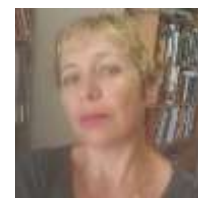


**Halyna Khinchuk & Sara Brown**  
Halyna and Sarah are experienced English trainers who recently landed in the Business English arena after receiving their FTBE certificate. They teach in-company and private lessons. ESP has become the name of the game.

## Inclusive practices in teaching business English

### Talk

Many Israeli specialists urgently need to improve their communication skills in their workplaces. Sometimes groups are heterogeneous between A2 and B1 levels. This talk deals with conducting lessons following the course program for adults who might have learning disabilities (LD) and adapting them to their individual needs and expectations. It will also present motivational activities that simulate working situations, so they will be held outside the classroom.



**Julia Koifman**  
I hold an MA degree, CELTA and numerous certifications. I am based in Israel, self-employed and teach Business English to students with learning disabilities. Recently I have started an online Ph.D. program at Atlantic University, USA.

## Professional profile & portfolio in BE/BC teaching

### Workshop

To make our students of BE and BC ready for a competitive future work environment, with new forms of working and new forms of communication we should develop their awareness of who they are, what their strengths are and what makes them successful and unique. In this talk I will analyse two tools we should make our students acquainted with: a professional profile and a professional portfolio; their main characteristics, and how they are developed.



**Lucyna Wilinkiewicz-Górniak** is a senior lecturer in Foreign Languages Centre at CUE. She is a graduate of English Philology and Economics. In teaching she uses project method, based on theoretical knowledge implementation in students' own projects.



## Teaching business English as register

Talk

Language varies depending on specific situations. While this is something we are intuitively aware of, it is worth being explored and understood more deeply. The concept of "register" in the field of linguistics is an attempt to categorize certain circumstances of communication. Business English is one of these circumstances. To understand the teaching of Business English is to understand register. This talk covers how register is defined, how it works, and how it applies to Business English.



Michael Mansfield is a visiting English Language Fellow working in conjunction with the US State Department. He holds an M.A. in Applied Linguistics from the University of Arizona and an M.Ed in Secondary Education from the University of Pennsylvania



## Startup project to work with entrepreneurs

Workshop

We know it's about the students, not the teacher. It's actually just a specific case of the business idea that it's all about people. Entrepreneurs and startups are a huge thing nowadays. These people and their teams need our help to make their voices heard, to drive their projects down the right lanes. Together, we are going to explore a Startup Pitch project that always strikes gold with entrepreneurs and their teams. We are going to help them make language work for them and their goals.



Antoine Marcq is a BE teacher and soft skills coach with 15 years of experience. He specializes in helping startup founders, tech entrepreneurs and their teams make their voices heard.



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

Talk

We are living in a VUCA world. Companies' structures mainly comprise matrix ones based on project teams. These project teams are international, virtual, multilingual and multicultural. They're expected to be agile, creative, innovative and able to react to changes. 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 work.



Ridha Mejri holds a master's degree in Applied Linguistics from the Heidelberg University. He is an in-company trainer & lecturer for BE and Intercultural Management at the Worms University of Applied Sciences.

## Are there any business English learning hacks?

Workshop

NEUROLANGUAGE  
COACHING

Business English learners of today are looking for fast learning solutions that do not take up time but get effective and sustainable results. Overbearing workloads, forced to learn scenarios, emotional triggers all contribute to obstacles and blocks to progressing with English. This talk will explore if any "hacks" exist for learners and educators.



Rachel Paling  
Creator of Neurolanguage Coaching® - courses that are certified by ELC and accredited by the ICF. BA Hons Law/Spanish, MA Human Rights, MA Applied Neuroscience, MA Neuroeducation, qualified UK Lawyer, 35 yrs teaching experience, PCC ICF Coach.

## Future skills: what will make our students employable?

Talk

P Pearson

In 2017, Pearson partnered with Nesta and Oxford Martin School to explore the skills that employers would be looking for in 2030. At that time, much was being made about the impact of technology and automation on jobs, and research indicated a disconnect between the opinion of chief academic officers, who felt they were preparing their students for the workplace, and employers who were struggling to find candidates with the right skill set. The global pandemic has, if anything, accelerated changes in the job market and the future seems more uncertain than ever. What is it then that we as educators can do to prepare our learners for such uncertainties? What are the skills that will make them employable in 2030 and beyond? And is it the place of ELT teachers to be teaching these skills? This presentation explores the issues within the context of Pearson's Employability Framework and introduces the Skill Development Frameworks that have been developed with experts from around the world to help identify increasing mastery of these future skills.



Mike Mayor is Senior Director, English Learning Research and Design at Pearson. On leaving university, Mike worked as a teacher of English in France before entering the world of publishing as a lexicographer. Mike joined Pearson in 2003 and headed up the Longman dictionaries list until his move into Learning Research and Design in 2013. In this role, Mike leads a team of learning designers that developed the Global Scale of English. Mike has a BA (Hons) in French Language and Literature and a Masters in English and Applied Linguistics from Cambridge University.

## The Break Room – LIVE!

### Special event

Join me in this special edition of the IATEFL BESIG's most popular online networking event. We'll share memories from past IATEFL BESIG events, discuss the future of in-person conferences and brainstorm ideas for our next conference.



Andreea-Katia Nechifor is a business English trainer based in Iasi, Romania. She has been IATEFL BESIG's Events Coordinator for four years and she is looking for the perfect person to pass on the baton to.

## How to start your own online teaching business

### Workshop

"Personal brand", "website copy", "content creation"... eugh, I know. But if you are currently wondering how to set yourself apart from the online market, find ideal clients, and charge higher rates, you probably have these monsters on your to-do list. In this workshop, I share how I went about building my own online business, how I created my offers, and –most importantly– how I manage to advertise and talk about them in a way that doesn't make me cringe.



Sarah Plochl worked as a Business English trainer and DoS at a private language school for ten years. Unsatisfied with the results her advanced 1:1 students were seeing in this context, she decided to get into coaching and started EDGY in 2021.

## Utilizing the power of AI in English Assessment at EnglishScore

### Talk



EnglishScore is British Council's mobile test and certificate of English for employment. With over 2 million new users every year, EnglishScore is the most widely used CEFR test in the world. In just a few easy steps, test-takers can download EnglishScore on their mobile phone (Android or iOS) and take the test anytime, anywhere. By using innovative technology including artificial intelligence, we deliver a trusted and accurate test, offering a globally respected Certificate. EnglishScore tests Grammar, Vocabulary, Reading, Listening and Speaking skills, with Writing being added later this year.



Bartosz Prokop is the Country Manager, Poland at British Council EnglishScore (British Council's mobile test and certificate of English for employment). He builds relationships with Universities, government institutions and employers across the country enabling them to test high volumes of students, candidates and employees and equip them with a globally respected certificate.



## Engaging presentations - Check!

### Talk

Why are so many presentations soporific rather than stunning? Why do most presentations leave the audience disappointed while the presenter feels dispirited by the listeners' feedback? The key to an engaging presentation lies in meticulous preparation! In my talk, I will present an easy to follow checklist that supports your business clients in the preparation stage of their presentations. It reflects a pragmatic 9-step process that ensures your clients' success.



Silke Riegler is a business communications and intercultural trainer based in Germany. An eclectic mix of students gives her the possibility to draw on her business experience and training, as well as on her passion for the English language.



## Practicing soft skills in the classroom

### Workshop

Business people are well aware of the importance of soft skills such as communication, rapport, cultural awareness and understanding and acceptance of others in the business world. This workshop will give you the opportunity to learn how to practice these specific skills and integrate them into your training sessions with activities that can easily be added to any syllabus or used along with a coursebook.



Marjorie Rosenberg has worked with corporate clients since the 1980s in Graz, Austria. She has published widely in the field of business English and on learner preferences. Marjorie is a past IATEFL BESIG Coordinator and a past President of IATEFL.



## Learning clusters: Going Beyond the classroom

### Talk

This presentation gives corporate language trainers some ideas on how to create learning clusters where conventional classroom experience is supplemented with social and autonomous learning. The talk covers all stages of learning cluster creation: from identifying gaps and creating self-study learning assets to adding social learning extensions to courses. We will also look at some tech tools and discuss how freelance trainers can implement the strategy for learning beyond the classroom.



Nadzeya Rusak has over 15 years of experience in ELT. She is the Director of Language Training at EPAM Systems, leading the team of over 150 teachers working across multiple locations. She is a Certified Professional in Talent Development (CPTD).



## Interaction competencies for business meetings

### Talk

Competencies in interacting accurately and appropriately in business meetings in English are key to Business graduates. In order to facilitate their integration into an international business environment better, business meeting simulations are used at SEB LU, Slovenia. They have been compiled, analyzed and published in open access as the SAPS corpus (2021). It will be presented as a model for interaction competencies development with a focus on practical implications for BE practitioners.



Mateja Dostal is a lecturer in Business English at the University of Ljubljana, School of Economics and Business (SEB LU), Slovenia and a researcher in international LSP projects at the Faculty of Arts and the Slovene Association of LSP teachers.



## Can OT help learners write more polite emails?

### Talk

Our students often use online tools (OT) to translate at the text level for academic and workplace purposes. Thus, we designed a lesson aiming to find out more about which tools they use and explore the potential for meaningful ways to engage with them when trying to establish a more positive and trustful business relationship in intercultural email communication. Our talk will share our teaching approach as well as the teaching and learning takeaways from this lesson.



Linda Slattery & Andrew Pullen are Academic Experts and Lecturers at the Competence Center for Business English at FHW der WKW, Vienna, Austria.



## Hybrid teaching - a monster that can be tamed

### Workshop

Love it or hate it, hybrid is definitely one of the defining teaching and learning modes in the business English classroom. With the help of some demo scenarios, I'm going to show you that this monster, terrifying as it may seem, is easy to tame if we look at it as an online lesson with some offline participants rather than the other way around. We will also go through the technical setup of each scenario so that you can implement them in your lessons right away.



Joanna Szoke is a freelance teacher trainer, blogger, and course designer. She has been teaching English for 15 years and is also an assistant lecturer of ELT methodology. Her main interests include online teaching and learning, and assessment and feedback.



## Reading & Discussion get-together – LIVE!

Special event

Come along and experience IATEFL BESIG's Reading & Discussion get-together - live! In this interactive session, we will do a deep dive into a recent BE-related text, discussing the issues and sharing perspectives and experiences from our own particular contexts. A link to the reading material will be posted on our website at the beginning of November. [Link to the article.](#)



Maria Szugfil has been hosting IATEFL BESIG's R&D get-togethers since April 2021. She is a BE teacher with 20+ years of experience, is Delta qualified, has an MA ELT and is Joint Coordinator of IATEFL BESIG.



## Global Issues as a basis for BE courses

Workshop

In higher education, BE courses are often based on essential workplace-related communication skills as students lack work experience. This practical workshop will show how to develop skill-based lessons on global issues relating to economics and the business world like for example "Burgernomics" to also incorporate critical skills. The takeaway will be a strategy for creating your own courses without having resource to a coursebook full of outdated topics that few students are interested in.



Geoff Tranter teaches Business Communication Skills at B2/C1 level at the Technical University of Dortmund. He has wide experience in a number of ESP areas and is a regular contributor to IATEFL Conferences. He coordinates BESIG activities in Poland.



## Motivating active participation

Talk

Instead of spending hours preparing for your lessons, why not get your students to do the work? In this relatively new online teaching world, we can exploit the benefits of the virtual classroom and adapt our approach. In this talk I will share with you how I encourage learners to contribute and bring variety to classes. Giving them space and tapping into their private and professional interests can lead to all kinds of thought-provoking and surprising experiences.



Suzanne Vetter-M'Cow lives near Limburg, Germany, and is a Business English teacher, previously teaching in companies, but now mostly online. Additionally, Suzanne is a certified telc Oral Examiner and enjoys writing and editing tests and teaching materials.





## Assessing cultural competence in BE training

### Workshop

Doing business across cultures influences the way we communicate in English. Thus, all BE courses need to incorporate cultural elements. Although materials exist for the teaching, teachers need to assess cultural competence in their learners. Using the CEFR framework and its descriptors on facilitating pluricultural space and using a pluricultural repertoire, participants will develop scenarios for their own classroom, e.g., needs analysis and a framework for pluricultural modules.



**Kirsten Waechter**  
I have been a BE trainer and materials developer based in Germany since 1998. Today I focus on teaching business communication, ESP and intercultural courses. I have designed my own materials in this field and provide teacher training, too.



## Get that Creativity Flowing in a BE Setting!

### Live lesson!

(LIVE LESSON) - The attendees will be students and will be taking part in the class 100%.

If you wish to get your Business students talking - come to the lesson and experience it yourself first hand! We'll be practicing soft skills in the context of a game. We'll warm up, discuss various jobs, and apply for one in an edutaining manner! Who says BE has to be formal all the time? Time to teach it with a sprinkle of fun, a tablespoon of laughter, and a glass of creativity!



**Kasia Warszynska**  
A BE and GE teacher with more than 12 years of experience under her belt. Educational Materials Designer, Teacher Trainer around Poland and Europe, Oxford Online English Co-presenter, Creator of the first language school for teachers in Poland.



## From in-company training to pre-service teaching

### Talk

After training business professionals for 16 years, I've moved into university teaching. The differences in linguistic ability, needs, motivation and knowledge are profound. The knowledge and learnings I accrued over those years in business have provided me with a fundamental arsenal of authentic examples, anecdotes and personal experiences to boost my students' learning journeys and give them insights to authentic business communication. I'd like to share some of these key points with you.



**Mandy Welfare** is a Senior EAP Lecturer and Materials Developer at Arden University, Berlin. Previously, she worked as a business English and intercultural trainer across Europe for 16 years. She has consulted on writing projects and published widely.



## Testing Speaking: Finding solutions for the masses

Talk



Confronted with assessing 96 doctors in two months, the presenter needed an online solution that would replicate the conditions of a role-play scenario; a solution that would help her evaluate not only the learners' verbal skills, but also their non-verbal, paralinguistic and intercultural competencies. Aside from the time-saving advantages of her new 'assessment tool', Ros will share some of the more surprising findings that she hopes will benefit others, regardless of learners profession.



Ros Wright's most recent title is OET Speaking & Writing Skills Builder (Express Publishing, 2020). A former President of TESOL France and General Secretary of EALTHY, Ros is currently a Trustee of IATEFL.



## The Round Table - LIVE!

Special event

What happens when you turn a discussion into a game? You get the Round Table where you have 30 seconds to share your insights and ideas with the group. This special Conference Edition looks towards the future of Teacher Associations, Webinars and Conferences and where we go from here. Pull up a seat!



Rob Howard is Online Language Center and Business Language Training Institute owner, EFLtalks founder, teacher, trainer, writer. IATEFL BESIG Joint Coordinator, Gallery Teachers Masterclass presenter, iTDi TOEFL trainer, Independent Authors & Publishers founder.

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## OUR AMAZING TEAM OF VOLUNTEERS

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IATEFL BESIG is proud to present the current team of **volunteers** whose contribution and dedication has been invaluable.

[Click](#) on their photos for more **details**.



**Maria Szugfil**  
Joint Coordinator



**Rob Howard**  
Joint Coordinator



**Andreea Nechifor**  
Events Coordinator



**Michelle Hunter**  
Treasurer



**Sara Awad**  
Publications Coordinator



**Elizabeth Molt**  
Administration Membership Coordinator



**Vicky Margari**  
Media Coordinator



**Grace Alchini**



**Kirsten Waechter**



**Sue Annan**



**Katrin Lichterfeld**



**Slobodan Kelecevic**



**Silke Riegler**



**Birte Horn**



**Uma Todema**



**Karin Heuert Galvão**



**Ania Kolbuszewska**



**Choreanne Frei**



**Ricardo Bruns**



**Mandy Welfare**



**Dolon Gupta**

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