STUTTGART, GERMANY

The 36th BEsig Annual Conference

BUSINESS INTELLIGENCE

3-5 November 2023

www.besig.iatefl.org

Welcome!

We are very excited to welcome you to the 36th IATEFL BESIG Annual Conference in Stuttgart, Germany. Our theme this year is "Business Intelligence," which plays on the buzz surrounding Artificial Intelligence. As usual, we bring you three inspiring days featuring two plenaries, talks, workshops, showcase sessions, networking and more. Don't miss 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, Clarice Chan and Mike Hogan, 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 ELTAS (English Language Teachers' Association Stuttgart), for welcoming us to their beautiful city and helping us with the planning of our conference.

Any use or rebroadcast of images, video, content, comments or responses is strictly prohibited without the prior written consent of IATEFL BESIG.

Enjoy the conference,

Maria Szugfil and Rob Howard

IATEFL BESIG Joint Coordinators

Friday, 3 November			
13.00-14.00	Registration and networking		
14.00 – 14.30	Conference opening		
14.30-15.00	**Wilim Abrook**	**Linda Slattery & Andrew Pullen**	**Patrick Mustu**
	Adopting an AI Mindset: data empowering educators	Engaging with sustainable transformation	Misconceptions in the business English classroom
15.00-15.15	Coffee break		
15.15-15.45	**Mike Hogan**	**Marc Anderson**	**Peter Westerhuis**
	Helping learner become effective and successful communicators	Inclusive communication: Train proficient speakers	Bilingualism: Unlocking business advantages
15.45-16.30	Networking coffee break		
16.30-17.30	Plenary talk **Clarice Chan** **How can existing research help business English practitioners with needs analysis and course design?**		
17.30-17.45	Coffee break		
17.45-18.30	Open forum		

Saturday, 4 November

09.00-10.00	Registration			
10.00-11.00	**Plenary talk** **Mike Hogan** **The need for agility, creativity, and innovation (in our clients and in ourselves)**			
11.00-11.45	Networking coffee break			
11.45-12.30	**Mike Hogan**	**Roy Bicknell**	**Rachel Paling**	
	Practical activities: Plenary session follow-on	Improvisation: new activities for the classroom	Business language hacks part ii - AI vs the brain	
12.30-12.45	Coffee break			
12.45-13.15	**Kristy Kors**	**Evan Frendo**	**Ben Dobbs & Michelle Hunter**	**Gabriella Kovács**
	Mastering motivation mechanisms	Informal learning – our new reality?	How can we train innovation?	AI impact on language and communication coaching
13.15-14.30	Lunch break			
14.30-15.00	**John Hughes**	**Konstantin Mikaberidze**	**Rita Baker**	**Ulrike Friedrich**
	Are materials writers born or made?	Introducing Media Training into the BE classroom	BE Trainers: our value beyond language development	Engagement & learning: Escape games with PowerPoint
15.00-15.15	Coffee break			
15.15-16.00	**Geoff Tranter**	**Mandy Welfare**	**Ian McMaster**	**Alina Feiner**
	Global issues as a basis for BE courses in higher education	Navigating modern workplace digital communication	Improving the performance of remote teams	Talent unchained
16.00-16.15	Coffee break			
16.15-16.45	**Leslie Seawright**	**Ian Badger**	**Gillian Bathmaker**	**Rob Howard & Andrzej Stesik**
	Utilizing ChatGPT in intercultural communication	A tale of two niches	Motivating business English learners	One-to-won: Winning one-to-one class activities
16.45-17.00	Coffee break			
17.00-17.30	**Oksana Hera**	**Uma Tadema**	**Lilit Bekaryan & Lusine Harutyunyan**	**Sarah Plochl**
	Data-informed training	How to work miracles in the BE classroom	A-C Transition: fostering creative intelligence	English for artists – between control & creativity

Sunday, 4 November				
10.00-10.30	**Gerard Lysaght**	**Ridha Mejri**	**Maria Szugfil**	**Samantha Tennant**
	Setting the AI agenda - a business English view	"Corporate Adventure" an entrepreneurial project	Being a BE professional: identity and impact	Maintaining engagement with long-term learners
10.30-11.00	**Coffee break**			
11.00-11.45	**Melanie Hussel**	**Katrin Lichterfeld**	**Rob Howard**	**Marjorie Rosenberg**
	How to upskill your students' communication, or yours, with powerful voice & body coaching	Develop as a leader focusing on people + solutions	The power of intelligent instruction workshop	Learner-generated content in the BE classroom
11.45-12.30	**Networking coffee break**			
12.30-13.15	**Andreea-Katia Nechifor**	**Kirsten Waechter & Patrick Mustu & Ian McMaster**	**Louis Rogers**	**Vicky Margari**
	Work hard, play hard: Gamification in business English	Intelligent hiring – limits of "native speakerism"	AI and Business English? More questions than answers!?	Being intelligent with multi-communication
13.15-14.00	**Handover and Conference Closing**			