



STUTT GART, GERMANY

The 36th  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.

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Enjoy the conference,

Maria Szugfil and Rob Howard
IATEFL BESIG Joint Coordinators



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Friday, 3 November			
13.00-14.00	Registration and networking		
14.00 – 14.30	Conference opening		
	Room 1	Room 2	Room 3
	Wilim Abrook	Linda Slattery & Andrew Pullen	Patrick Mustu
14.30-15.00	Adopting an AI Mindset: data empowering educators	Engaging with sustainable transformation	Misconceptions in the business English classroom
15.00-15.15	Coffee break sponsored by 		
	Mike Hogan	Marc Anderson	Peter Westerhuis
15.15-15.45	Helping learners 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 sponsored by  		
17.45-18.30	Open forum		



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Sprachen fürs Leben!



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 sponsored by 			
	Room 1	Room 2	Room 3	Room 4
11.45-12.30	Mike Hogan Practical activities: Plenary session follow-on	Geoff Tranter Global issues as a basis for BE courses in higher education	Rachel Paling Business language hacks part ii - AI vs the brain	Daphne Elie Upscale your approach with Agile Teaching
12.30-12.45	Coffee break sponsored by  			
12.45-13.15	Kristy Kors Mastering motivation mechanisms	Evan Frendo Informal learning – our new reality?	Ben Dobbs & Michelle Hunter How can we train innovation?	Gabriella Kovács AI impact on language and communication coaching
13.15-14.30	Lunch break sponsored by 			
14.30-15.00	John Hughes Are materials writers born or made?	Konstantin Mikaberidze Introducing Media Training into the BE classroom	Rita Baker BE Trainers: our value beyond language development	Ulrike Friedrich Engagement & learning: Escape games with PowerPoint
15.00-15.15	Coffee break sponsored by 			

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Potenziale entfalten



Saturday, 4 November <small>Continued</small>				
15.15-16.00	Roy Bicknell	Mandy Welfare	Ian McMaster	Alina Feiner
	Improvisation: new activities for the classroom	Navigating modern workplace digital communication	Improving the performance of remote teams	Talent unchained
16.00-16.15	Coffee break sponsored by  Express Publishing			
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	Catherine Chen-Fliege	Sarah Ploch
	Data-informed training	How to work miracles in the BE classroom	Making your business English classes relevant!	English for artists – between control & creativity



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Sunday, 5 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 sponsored by 			
11.00-11.45	Melanie Hussell	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 sponsored by 			
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			



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How can existing research help business English practitioners with needs analysis and course design?



Plenary talk

Identifying learners' needs is an important part of the work of business English practitioners. To design suitable courses and teaching materials, a wide range of information related to learners' needs has to be collected and analyzed. In practice, however, course designers and teachers often do not have the time and resources to gather every type of information relevant to their learners' needs, such as information about the way language is used in the target situation and effective ways of teaching the language and skills that enable learners to handle their work in English. As a major branch of ESP, business English is an area that has attracted much research over the past few decades. The large number of existing studies and their findings could be a valuable source of information and insights for business practitioners in their needs analysis and course development work.

In this plenary, I will illustrate how findings from research studies of business English can be used to inform needs analysis and course design. I will present the framework for needs analysis that I proposed in an award-winning article (Chan, 2018) and show with recent examples how insights from existing research on both the discourse and the pedagogical aspects of business English can help practitioners to obtain different types of information about learners' needs and to supplement what they can find from their in-house needs analyses. Overall, I will show how keeping abreast of research can help business English practitioners not only save time but also teach in more innovative and research-informed ways.

Clarice Chan, PhD, is a researcher and practitioner in the areas of ESP, EAP and business communication. She supervises doctoral students in TESOL at the University of St Andrews, UK. Her co-edited book, *New Ways in Teaching Business English* (TESOL, 2014), was a finalist in the British Council's 2015 ELTons Award for Teacher Innovation. Her 2018 paper, "Proposing and illustrating a research-informed approach to curriculum development for specific topics in business English", published in *English for Specific Purposes*, won an Outstanding Article on Business Communication Award from the Association for Business Communication, USA.



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You can meet one of our lecturers, Dr Clarice Chan, at her Plenary session at 16.30 on Friday 3rd November:

How can existing research help business English practitioners with needs analysis and course design?

To find out more about our programmes, scan the QR code or visit our website at www.st-andrews.ac.uk/subjects/tesol



The need for agility, creativity and innovation (in our clients and in ourselves)

Plenary talk

As organisations have moved on from a pandemic-induced 'survival mode' they find themselves struggling with a lack of innovation and creativity at team or individual employee level. The dust has settled, and companies are vying for position and to (re-)establish themselves. Past habits that were formed are now making them less competitive in existing markets and making it tougher to branch into new markets.

So, how did we get here?

During the pandemic, organisations and the people within them became largely transactional in their nature and activities. Among other consequences, this led to less cross-team communication and collaboration within organisations, less creativity, less innovation and more of a focus on 'getting the job done'. Siloism has increased, networks have broken down, and new joiners find themselves struggling to build their networks in the post-pandemic hybrid-working world.

Could the same also be said of the (business English) training sector? Many of us may have also switched to 'survival mode', sticking to what we know, and keeping our heads above water, but has this come at the cost of our own innovation and creativity in terms of what we offer to our clients and participants as well as the in-training experience we deliver?

Mike has experienced the trends described above from multiple perspectives; as an active trainer, directly through his course participants, as an organisational development consultant and project coach, and through his close links with business leaders across a range of sectors such as manufacturing, pharma and banking & finance.

This talk will track the development of this trend, look at where we are now (both client-side and as trainers), draw conclusions and present a range of suggestions for how we, as trainers, can become more agile, creative and innovative as well as supporting our participants and their organisations to do the same.

Mike Hogan is a leadership, team and people development trainer and coach with a focus on enhancing individual and group performance in international contexts.

Mike has over 20 years' experience across 25+ countries supporting leaders and teams to succeed through effective communication and collaboration across numerous corporate sectors, as well in the institutions of the EU.

Business English titles co-authored by Mike include 'Basis for Business' (Cornelsen) and 'Business English for Beginners' (Cornelsen), which won the 2017 IATEFL BESIG David Riley Award for Innovation, as well as 'Business Partner' (Pearson). He was a regular columnist for Business Spotlight magazine in Germany between 2010 and 2021.



Conference Selections

- Submit a summary of your presentation for inclusion in IATEFL BESIG Stuttgart Conference Selections.
- Send us your complete article with paragraphs and subheadings.
- Summary should be between 750 and 1000 words.



The 36th **BESIG** Annual Conference

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Sessions, bios and abstracts

Adopting an AI Mindset: data empowering educators

Talk

In this new AI-driven future, information is an incredibly valuable resource. To survive in this world, educators need to be comfortable gathering and interpreting data, and putting it to practical use. How can English teachers change how they think about class data, to improve academic outcomes? What are the most valuable insights to share with B2B clients? In this talk, I will share lessons we've learned at LearnCube, in our research into AI tools to help teachers in the virtual classroom.



Wilim Abrook is an experienced online English teacher and Head of Education at LearnCube. In his role at LearnCube, Wilim provides support and training to hundreds of online education businesses and thousands of teachers across the globe.

Inclusive communication: train proficient speakers

Talk

This session delves into the implementation of inclusive communication training for proficient English speakers in the business context of Japan. With a focus on practical approaches and inclusive language techniques, participants will gain insights into adapting their speech for diverse audiences. We will explore real-world examples and success stories, highlighting the transformative power of inclusive communication for effective global engagement.



Marc Anderson is co-founder and CEO of Comas LLC which provides communication and language training solutions to Japanese businesses. He has over 7 years of business training experience and a number of years working for some of Japan's largest tech companies.

A tale of two niches

Talk

Ian will discuss two main niches which he has developed in his career in communication training for industry and in his published works. These are:
1) a focus on working with the forest and paper industry – principally in Finland and Germany but with a global reach.
2) a passion for helping learners to understand English however it is spoken in a multicultural business world. This has led to producing tailored video materials for his clients and publishing listening materials for global use.



Ian Badger specialises in communication training in English for the paper/forest industries. His numerous publications include English for Business Conversations and Collins English for Business Listening (David Riley prize winner at BESIG Stuttgart 2012!).



BE Trainers: our value beyond language development

Workshop

As trainers in English for Business our starting point is the world of our clients: their content, their context. In this workshop I will give examples from my own experience of the parallels between learner and organisational development, practical framework tools we can use, and the potential segue into the development of language coaching skills.



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

Motivating business English learners

Talk



Teaching Business English can be a tough job: students arrive in class before or after a long day at work, and business course material can be bland – or at worst irrelevant to the group. In this session we'll be looking at simple ways in which we can energize and motivate our busy business clients and make our Business English classes relevant and fun for students and teachers alike.



Gillian Bathmaker has been a senior editor, course developer, author and teacher trainer in adult education at Ernst Klett Sprachen for nearly 20 years. As a passionate teacher she has continued to teach general and business English on a freelance basis.

Improvisation: new activities for the classroom

Workshop

Improvisation is a key aspect of how we communicate. This is something that is not often explicitly taught but it is at the heart of classroom learning. We will explore three improvisation techniques to see how these can be used for classroom activities. We will then review the didactical insights an improvisational approach offers. What impact does this have on the teacher-student dynamic? And is there classroom learning beyond improvisation? Come to this workshop and find out more!



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.



How can we train innovation?

Workshop



"Innovation" is a critical success factor for a modern organisation. It is a topic of concern for Business English trainers in that, firstly, it may be something under discussion in a training session and, secondly, it is something that we can develop in the mindsets of our participants through use of key tools, methods, frameworks and approaches that act as great carriers of language and useful content in their own right.



Ben Dobbs is a director of Distance Cert Ltd, provider of The Distance Cert IBET, and a leadership trainer and coach.

Michelle Hunter is a director of Distance Cert Ltd and trainer on The Distance Cert IBET and is currently finishing her PhD thesis.

Upscale your approach with Agile Teaching

Talk



Facing teaching challenges? Need a fresh approach? Feeling the isolation of working independently? Be curious, come and hear about Training As an Agile Project, a CPD course for growth-minded teachers. Hands-on, practical, it can be implemented immediately. Be creative, experiment, learn by doing, and join a community of peers with whom to share the journey. With its modest pricing and flexibility, TAP easily integrates into your routine. Discover a teaching revolution with TAP. Join us!



Daphne Chisholm-Elie, teacher, trainer, pedagogical advisor, manager, founded and directed Business Class Language Solutions since 2003. Currently, she uses her experience and passion to advise and design professional development for teachers.

Talent unchained

Workshop

In a world where many reserve the term 'talent' for artists and performers, Alina encourages you to explore yourself and finally unlock your inner treasure chamber. Imagine you act only on behalf of your unique talents. You want to know and learn more about what makes our talents tick and how to discover them? Fasten your seatbelts - the journey of discovery begins.



Alina Feiner is a talent coach, business economist, speaker of four languages, and a fervent believer in the power of human potential. She develops neuroscience-based talent discovery and development models at IFEN.



Making your business English classes relevant!

Talk

We will talk about how to make our classes relevant, practical and engaging for tertiary students with reference to the current CEFR. We will focus on some activities which have been developed for Aviation Management students in a C1 and above business English course. We will also look into how to make raw data combed through the internet into usable material and introduce collaborative team-work, cultivating intrinsic motivation among students and developing their language production skills.



2023 Vicki Hollett Award Winner

Catherine Chen-Fliege is a full-time English lecturer at the Frankfurt University of Applied Sciences. She specialises in English for Aviation Management, Tourism Management, Business Law and Taxation English.

Informal learning – our new reality?

Talk

Informal learning is now commonplace in many BE / ESP contexts. In this session I would like to describe working with a diverse group of learners in the maritime industry who needed to improve their workplace communication skills. The only formal training they received from me focussed on intercultural communication strategies. The rest happened outside the classroom (learning on-the-job, microlearning, peer mentoring), and did not require my presence or my input. Is this our new reality?



Evan Frendo has been involved in BE & ESP since 1993, mostly in corporate training. A frequent speaker at conferences, he also travels regularly in Europe and Asia to run courses or to work as a consultant. For more information see www.e4b.de.

Engagement & learning: escape games with PowerPoint

Workshop

This workshop addresses the growing interest in escape games as educational tool. They have gained popularity as a dynamic and engaging method for fostering critical thinking and problem-solving skills. However, educators often encounter challenges when searching for the right software, as existing authoring tools are costly and complex. In this workshop, participants will discover the untapped potential of PowerPoint as a versatile platform for designing and delivering escape games.



Ulrike Friedrich

Originally from Baden-Württemberg, I've lived in North Rhine-Westphalia, England and Bavaria. Currently, I work at the Languages Centre at Ostfalia HaW in Wolfenbüttel, Lower Saxony, where I teach business, technical, as well as legal English.



Data-informed training

Talk

In the fast-changing world of technological advances and exploration of human interaction, how important is the data we use while delivering training?

In this talk we will look at how we can source the data needed. We will also analyse some practical examples of using the data to enhance the learning outcomes.



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.

Helping learners become effective and successful communicators

Talk

Cornelsen

In this interactive session you'll experience several communicative and collaborative activities such as storytelling, problem-solving and more. You'll also have the opportunity to tell us what else you're looking for in teaching and learning materials, and help shape future publications.

Content and topic examples from Basis for Business (Cornelsen) will be used, and participants will leave with practical resources they easily use with a range of learners.



Mike Hogan is a leadership, team and people development professional with a focus on enhancing individual and group performance through training and coaching. He delivered the conference's plenary session looking at the same topic.

One-to-won: Winning one-to-one class activities

Workshop

Today, adult, business English, In-company, small group, and one-to-one classes are as diverse as the students themselves. This requires a distinct set of skills, best practices, and strategies to help your students reach their full potential.

This talk will address the challenges and present activities for your own sessions while upskilling your own intuition and improvisation abilities.

Find out how no plan might be the best plan to succeed.



Rob Howard is the Online Language Center and Business Language Training Institute owner. He is IATEFL Poland President, EFLtalks and Independent Authors & Publishers founder.

Andrzej Stęśik has been involved in ELT for over 30 years as a teacher, trainer, consultant and manager. His main interest is teaching one-to-one.



The power of intelligent instruction

Workshop

This is a comprehensive workshop that delves into the transformative impact of providing better instructions for student learning and overall success. The workshop aims to equip educators and instructional designers with practical strategies and tools to enhance their instructional practices, fostering an environment where students can thrive and achieve their full potential.



Rob Howard is the Online Language Center and Business Language Training Institute owner, a teacher, trainer, coach, writer on one-to-one, and online teaching. He is IATEFL Poland President, former IATEFL BESIG Joint Coordinator.

Are materials writers born or made?

Talk

Materials writing is a key skill for Business English trainers. However, very few of us ever receive any formal training in it. Does this mean it's an innate skill that trainers are born with? Or do most of us acquire the skills through 'trial and error'? In this talk, I'll describe my experience of setting up a training course in materials writing. I'll outline the type of training approaches taken, which skills such a course can develop, and the range of materials that trainees have produced.



John Hughes has worked as a teacher, trainer and author for over 30 years. His publications include 'Business Result' (Oxford) and the award-winning 'ETpedia Business English'. He runs courses for materials writers at www.writingeltmaterials.com

Upskilling your students' communication, or yours, with powerful voice & body coaching

Workshop

We all know that our students require language skills to communicate internationally. But how can we give our upper intermediate/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. Or yourself, if you're presenting your language school or personal services. This workshop builds on the first workshop (both taken from her 'Persuasive Presentations' course) created in Gdansk, where Melanie will delve into more theory with 3 fun exercises 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.



Mastering motivation mechanisms

Workshop



For many years, academics, psychologists, teacher trainers and teachers have been trying to define how to motivate students of all ages. There has been a lot of research, which has also become more specific and transferred to the ELT field, in an attempt to harvest motivation among students who learn a foreign language. We read about these techniques every day but we never find out if they are finally implemented or work out. This session will try to give another twist in the way we view motivation, starting with the basics. We will analyse the "dark side of motivation" as a pitfall that we may all be falling into often without realising it. Certain fundamental values of human motivation will be mentioned and briefly discussed, along with suggestions on how they can be positively transferred through ESP tasks.



Kristy Kors has a BA (Hons) from Leeds Metropolitan University and a CELTA allowing her to study different types of teaching methodological approaches. She taught English as a foreign language for several years before joining Express Publishing as an ELT Consultant. She now participates in seminars and conferences around the world, conducting teacher training sessions where she shares her research and ideas on the latest methodological advances. She has also been an oral examiner for various world-renowned international exams for the past 5 years.

AI Impact on language and communication coaching

Talk



A more personalised and fruitful approach is essential for coaches and stakeholders within the business intelligence context. Gabriella shares her insights as a corporate language coach on using Chat GPT as a collaborative partner from marketing to communication practice for learners and reporting to decision-makers. Exploit AI for activity planning, providing feedback, managing data and information, and supporting communication clarity in a professional, ethical way to drive business success.



Gabriella Kovács MA, PCC is an internationally certified professional coach with ICF, a corporate language and communication trainer, mentor, career coach and coach trainer. She co-founded ILCA, the International Language Coaching Association.

Develop as a leader focusing on people + solutions

Workshop

Comparing communication skills when transitioning into the working world with those needed throughout a professional career, it turns out that higher education should prepare future leaders in a more long-term and holistic way (Chan 2019). To create an environment of trust they will have to add more interpersonal skills. This includes a way of listening that creates a thinking environment for themselves and for others and being able to move from analyzing problems towards a focus on solutions.



Katrin Lichterfeld
After working in the export department of a beverage group, Katrin Lichterfeld did an MA and a CertIBET. She focuses on communication across cultures as an in-company trainer/mentor in Germany and also works as a solution-focused coach (ICF ACC).



Setting the AI agenda – a business English view

Talk

AI will result in fundamental change to many organisational and business practices. However, it is often difficult to distinguish between what is merely hype and what is reality. This presentation will discuss the policy and ethics dimensions of AI, asking especially what might be the role of Business English professionals in shaping the agenda. It will also highlight the views of leading AI thinkers and regulators to see what best practice we might want to consider in developing BE content.



Gerard Lysaght is a senior advisor on communications and learning. He is a former financial journalist and has extensive experience of corporate communications and public affairs at Fortune 500 companies. Gerard is a volunteer with IATEFL BESIG.

Being intelligent with multi-communication

Workshop

In a digitally connected world, multi-communication—simultaneously engaging in multiple conversations across multiple channels—is the norm. But how do we navigate it intelligently? This workshop offers hands-on strategies to leverage the positives and minimize the negatives of this complex phenomenon. Participants will walk away with two practical tasks to empower their learners as efficient communicators and with the tools to transform their approach to teaching communication.



Vicky Margari is a freelance business communication and English for Specific Purposes trainer. She holds a Cambridge Delta. Her interests include intercultural communication, online and blended learning, and instructional design.

Improving the performance of remote teams

Workshop

More and more people need to work in remote international teams, using English as their lingua franca. Such teamwork can throw up multiple challenges, increasing the risk of communication breakdowns, cultural misunderstandings and, ultimately, poor team performance. In this workshop, we will look at techniques and materials for encouraging self-reflection in teams — both for team members and formal team leaders — and for developing a common team culture.



Ian McMaster is a communication consultant and author. He was editor-in-chief of Business Spotlight from 2001-21 and is a former coordinator of IATEFL BESIG. His latest publication (with Bob Dignen) is *Trainingsbuch Business English* (Haufe)



“Corporate Adventure” an entrepreneurial project

Talk

“Corporate Adventure” is a project where students create their own companies. They also identify their target market and create a consumer profile. Moreover, the students create a job advertisement and they prepare an interview questionnaire. Finally, the various teams present their company to a big audience pursuing venture capital. They show their self-created video commercials and their flyers. They should highlight their USP to convince venture capitalists to invest in their companies.



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.

Introducing Media Training into the BE classroom

Talk

More than ever before, today’s business leaders are exposed to the public through various media outlets, sometimes without the help and guidance of PR departments, resulting in blunders or mixed messaging. This talk presents the case for incorporating elements of Media Training (from camera competence to crisis communication) in the Business English classroom to help improve students’ professional communications skills and gain greater awareness of the media landscape.



Konstantin Mikaberidze was born in Georgia, raised in Greece, and lives in France. With a background in filmmaking and photography, he obtained a CELTA in 2020 and now teaches Business English at the Pôle Universitaire Léonard de Vinci.

Misconceptions in the business English classroom

Talk

I would like to look at how BE teachers and their classes are sold by language schools, identify problems, and discuss what matters. I will draw on features commonly referred to, question their relevance, and suggest an approach that is driven by quality rather than marketing, without deceiving the client, and properly accommodating the teacher. I will offer conclusions on what a BE teacher has to bring to today’s classroom, and how we can arrive at practices that prove sustainable.



Patrick Mustu is a BE teacher specialising in law and accounting. He is also a translator, writer, examiner and practising lawyer. He has been teaching professionals for 20 years, and authored numerous pieces on business topics.



Work hard, play hard: Gamification in business English

Workshop

Gamification has been a buzzword in the field of training, but how can you turn high-stakes communication scenarios into games? In this workshop I will introduce a range of activities that can be adapted to any area of business English or English for Specific Purposes and that can now easily be generated using AI Tools.



Andreea-Katia Nechifor has been organising, managing and delivering business English programmes within companies for nearly 15 years. Her area of interest and expertise lies in creating engaging and rewarding learning experiences that enhance both motivation and performance.

Business language lacks part II – AI vs the brain

Workshop



With more and more competition from AI and digital takeover, does enhancing learning and hacking the brain become more of an urgent question? Working with clients with overbearing workloads, forced to learn scenarios, emotional triggers could make AI the attractive coach, so what can we do to enhance and promote Business English through "the human touch"?



Rachel Marie Paling
Creator of NeuroLanguage Coaching® - courses certified by ELC and accredited by the ICF. BA Hons Law/Spanish, MA Human Rights, MA Applied Neuroscience, MA Neuroeducation, qualified UK Lawyer, nearly 40 years teaching experience, PCC ICF Coach.

English for artists – between control & creativity

Talk

Logistics, banking, IT – most careers are supplied with bespoke ESP resources. But what about the creative professions? Is it possible to create a curriculum and materials for artists or is it all just too individual? After two years of coaching artists on their language needs 1:1, in this talk I share my insights about what we can learn from artist learners of English about striking the balance between linguistic creativity and control that may just be relevant for all other learners too.



Sarah Plochl is a language coach who helps creative people express themselves more freely and beautifully in English. Here, she draws on both her qualifications as a professional Business English Trainer and her experience as an artist and performer.



AI and Business English? More questions than answers!?

Workshop

AI is already impacting everyone's lives at home, in the workplace and in our classrooms. It will almost certainly have a greater impact going forward. This workshop will provide participants the opportunity to discuss in groups how they are already using AI and how AI may change their role, the things we teach, the ways we work and the way students learn. The workshop will also look at the threats and opportunities in terms of Business English that AI might create.



Louis Rogers

After graduating, Louis taught in Italy, Germany and Portugal. In 2005 he returned to the UK and completed an MA in ELT. Louis then taught at the University of Reading and began to write ELT materials. To date he has authored or co-authored over 50 titles in ELT.

Learner-generated content in the BE classroom

Workshop

It is generally accepted that BE learners bring a great deal of knowledge with them to class, and our job is to help them to communicate this knowledge to others. This workshop will offer the chance to try out activities encouraging them to make use of their own ideas and explore ways to increase confidence by creating a learner-centered atmosphere. There will be time for discussion with the goal of providing participants with practical ideas they can use in their teaching situations.



Marjorie Rosenberg currently trains corporate clients in Austria. She is a co-author of "Business Partner" and "Step Up: Skills for Employability" (Pearson), and the author of "50 Ways to Teach Business English" (Wayzgoose Press).

Utilizing ChatGPT in intercultural communication

Talk

An important piece of teaching business English is alerting students to the vast cultural differences in writing documents and creating visuals. In the past, instructors have relied on textbooks, anecdotes, and scholars to inform students about cultural writing differences in other countries. This presentation will provide ChatGPT as a new resource for demonstrating differences in business English writing and visuals across cultures.



Dr. Leslie Seawright is an Associate Professor of English and Assistant Director of Composition at Missouri State University. Her areas of expertise include technical writing, transnational writing pedagogy, and workplace writing.



Engaging with sustainable transformation

Talk

Our talk showcases an in-person activity using simulation-based learning to raise awareness of the United Nations' Sustainable Development Goals (SDGs) and develop employability skills. In a simulated workplace environment, students assumed roles in different company departments and collaborated to create consistent content and strategies for implementing SDG-driven initiatives and fostering a culture of corporate sustainability. We will report on our teaching methods and the student takeaways.



Linda Slattery and Andrew Pullen are Academic Experts and Lecturers at the University of Applied Sciences for Management & Communication in Vienna, Austria.

Being a BE professional: identity and impact

Talk

How do you present yourself as a BE professional to your learners and potential clients? Is it time to update your online presence to reflect your current identity? Come to this session to take inspiration from the various facets and sources of language teacher identity (LTI) and models of good practice so you can create your own personalised checklist to enhance the impact of your professional identity/identities.



Maria Szugfil is a business English teacher in NRW, Germany. She has 20+ years of BE experience, an MA in ELT, and a Delta. She has been a volunteer for IATEFL BESIG since 2018 and Joint Coordinator of the SIG 2020-2023

How to work miracles in the BE classroom

Talk

In this talk, I will present key insights into personalised and differentiated learning for mixed-level and mixed-ability classes, including the challenges faced and the technologies and methods used with references to a course of 5 participants (A1-C1). Attendees will be given practical ideas and strategies on how to create engaging content while keeping the learners' goals and learning environment in mind. Attendees are encouraged to ask questions and adapt these strategies to their contexts.



2023 First Time Speaker Scholarship Winner

Uma Tadema divides her time between solutions-focused coaching, running a language school, teaching and examining. Uma enjoys teaching English to healthcare professionals. Her interests include learner agency, digital learning, and volunteering.



Maintaining engagement with long-term learners

Workshop



Long-term learners. How to maintain interest and engagement. In this 45-minute workshop, I would like to focus on the situation of dealing with long-term learners in a business English setting. These students often have a high level of English and have specific needs. During the session, attendees will have a look at various solutions to this "problem" and will have the opportunity to apply these solutions to their own teaching context.



Samantha Tennant has worked in ELT since 1997 in various contexts including exam preparation, teacher training and academic management. She is currently based in Stuttgart and works as a Director of Studies and business English trainer.

Global issues as a basis for BE courses in higher education

Talk

As the majority of students in higher education have little to no work experience, and rarely have much idea as to their future place of employment, BE courses at university language centres need to focus on general workplace-related communication skills. This practical workshop will show how to develop skill-based lessons on global issues relating to economics and the business world e.g. "Burgernomics" or "Business Ethics" to incorporate critical thinking and intercultural skills. The takeaway will be a strategy for creating your own courses without having resource to a coursebook often full of outdated topics that few students find particularly relevant.



Geoff Tranter teaches Business Communication Skills at B2/C1/C2 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.

Intelligent hiring – limits of "native speakerism"

Panel discussion

Most BE teachers agree that the native speaker aspect as a criterion does not tell us whether a teacher is qualified and apt to teach Business English. Still, language schools and companies cling to that idea when they are hiring, missing out on many qualified and motivated candidates. In this panel discussion, we will explore the business rationale behind native speakerism and argue why schools and companies are limiting themselves through such a hiring policy. Bring your own experience.



Patrick Mustu has been teaching legal and tax professionals for 20 years. He is also a translator, examiner and a practising lawyer.

Kirsten Waechter focuses on teaching and writing materials for business communication, ESP and intercultural courses.

Ian Macmaster is a business communication consultant and author. He was editor-in-chief of Business Spotlight and coordinator of IATEFL BESIG

Navigating modern workplace digital communication

Workshop

Recently, we've seen a multitude of digital advancements which are supposed to help make our lives easier. ChatGPT, for example, is incredibly useful but it only takes us and our students so far with our ability to communicate across cultures in a business setting. In this workshop, we'll discuss what meaningful communication is nowadays and decide what skills we should be focusing on in our classrooms to make our students successful modern communicators.



Mandy Welfare is a Senior Lecturer at Arden University, focusing on ESP and intercultural communication. She is also a business English and intercultural communication trainer and works in companies across Europe. She also writes materials.

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Bilingualism: unlocking business advantages

Talk



The session will address the impact of bilingualism on businesses and individuals as it provides a competitive edge in the business world, leading to higher employability rates and increased earning potential. Further, multilingual populations experience greater trade exchanges, leading to economic growth and international collaborations. Enhancing the language proficiency of citizens unlocks job opportunities, fosters economic growth, and facilitates international business collaborations.



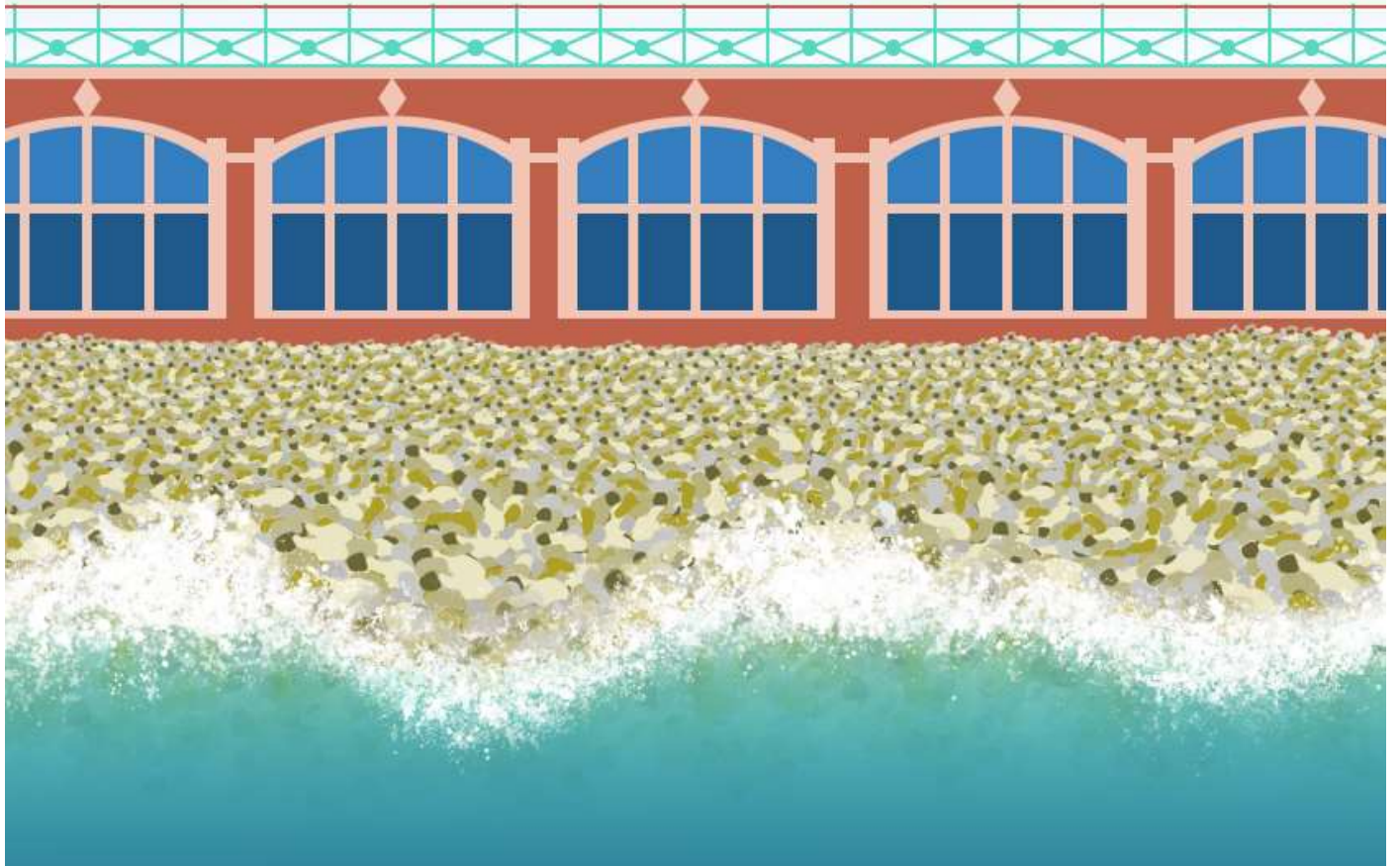
Peter Westerhuis is an ELT Coordinator at ETS Global B.V. With over 12 years of teaching experience in Canada, South Korea, and France, he supports English teachers in the EMEA region.

Five reasons to contribute to Business Issues



- ✓ Knowledge sharing
- ✓ Recognition & visibility
- ✓ Networking
- ✓ Impact
- ✓ Personal fulfillment

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