



The English UK Business English Trainers' Conference 2010

In association with Business English UK

International House, London

Saturday 8th May 2010

Programme

Supported by:



UNIVERSITY of CAMBRIDGE
ESOL Examinations

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Venue & Location

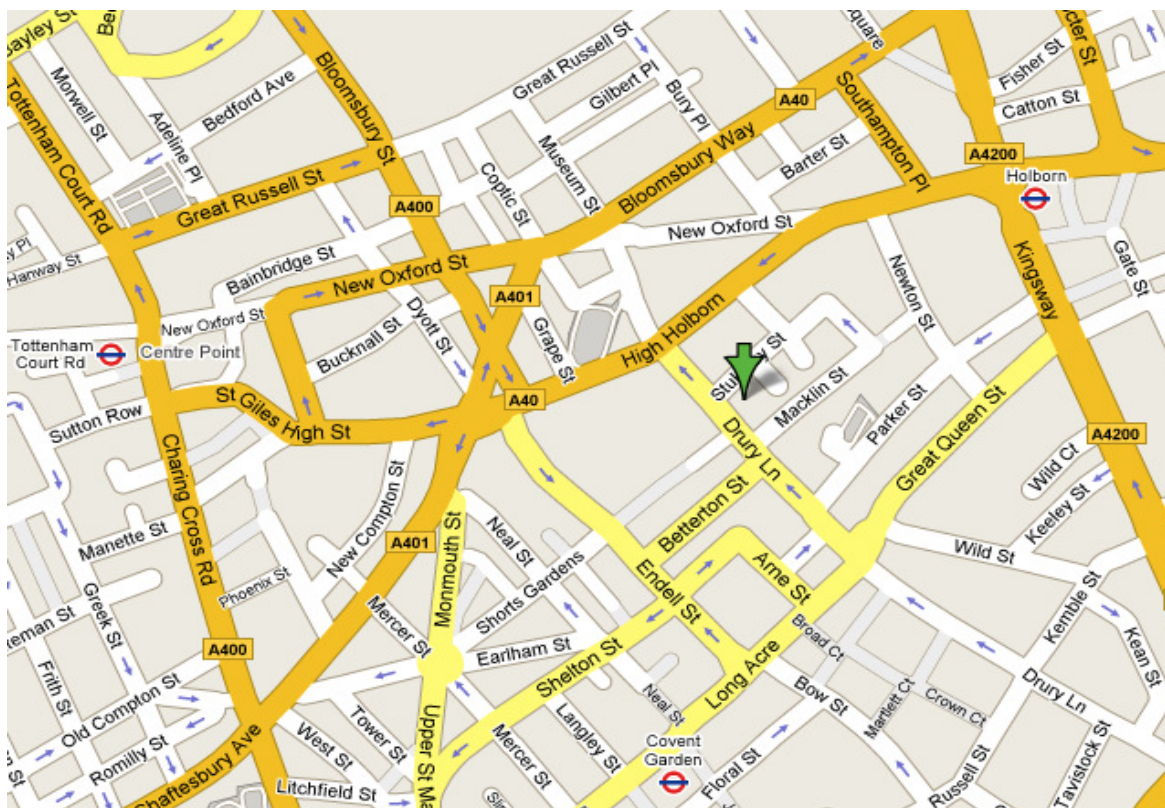
The event will be held at International House's spacious and modern premises near Covent Garden, central London. This venue is within walking distance of four tube stations: Tottenham Court Road (Northern Line and Central Line), Covent Garden (Piccadilly Line), Leicester Square (Northern Line and Piccadilly Line) and the nearest, Holborn Station (Central Line and Piccadilly Line). The nearest overland train station is Charing Cross.

Conference Venue Address:

International House, London, 16 Stukeley Street, WC2B 5LQ

Tel: 0207 611 2400

www.ihlondon.com



The Conference

English UK is proud to be hosting the third annual conference for business English training professionals in association with Business English UK, an English UK special interest group. There has been a significant growth in professional English and this event has proved instrumental in providing quality professional support for this sector. This year's conference will focus on a range of issues connected with professional English course delivery and is designed for academic managers and teachers who either specialise in or have some involvement in: staff training, skills development, business English exams and course management and delivery.

The Programme

The conference is headlined by Ian Badger and Pete Sharma with elective sessions by leading industry practitioners including, Adrian Pilbeam, Bob Dignen, Barry Tomalin, and Keith Harding. Sessions focus directly on issues relating to the business English sector such as cultural aspects of teaching business English, resources and technology, business communication and interaction, and course design. Delegates will be able to utilise the first class facilities at International House and a buffet lunch, refreshments and an ELT exhibition are all included. This national conference also provides an ideal opportunity for networking and sharing experiences with colleagues and is sure to be an enjoyable and productive event.

Business English UK

The Conference is run in association with BusinessEnglishUK, a special interest group of English UK. It is formed by a group of accredited centres who are passionate about teaching English for business. BusinessEnglishUK is the voice of the professional and business English training industry and is committed to providing professional support for business English trainers. The organisation is open to all high quality accredited training institutions that share this passion and who specialise in providing English courses for professional people. For further details please go to the BEUK website: www.businessenglishuk.org.uk

Cambridge ESOL

The English UK Business English Trainers' Conference is supported by Cambridge ESOL. Cambridge ESOL offer the world's leading range of certificates for learners and teachers of English – taken by over 3 million people in over 130 countries. They help people improve their job prospects through a suite of professional English qualifications specially designed for the world of work including: Business English Certificates (BEC), Business Language Testing Service (BULATS), ESOL for Work (UK only), International Legal English Certificate (ILEC), and the International Certificate in Financial English (ICFE). **Take advantage of the business opportunity to add summer exams to your programmes!** For further details please go to: www.cambridgeesol.org or contact Rebecca Folley at Folley.R@CambridgeESOL.org

Exhibitors

Exhibitors from a range of ELT-related businesses and service providers will be present – including: Cambridge ESOL, Pearson Longman, Trinity College London, Oxford University Press, Macmillan Education, Macmillan English Campus, and Heinle Cengage.

English UK Business English Trainers' Conference 2010 Programme

	09:30-10:30	Registration and Coffee/Tea <i>Exhibition Hall</i>		
Welcome	10:30-10:40	<p>Sue Johns (Chair of Business English UK)</p> <p>Henry Tolley Developments from Cambridge ESOL</p> <p>Welcome to the Conference</p>		
PLENARY	10:40-11:30	<p>Opening Plenary</p> <p>Ian Badger Business English in a New Decade: new challenges and opportunities</p>		
	11:40-12:10	Refreshment Break <i>Exhibition Hall</i>		
Elective A	12:10-13:00	<p><i>Elective A1</i></p> <p>Adrian Pilbeam (Pearson Longman) Understanding the Role of Culture in International Business</p>	<p><i>Elective A2</i></p> <p>Bob Dignen (Heinle Cengage) 10 things Not to do When Presenting Internationally</p>	<p><i>Elective A3</i></p> <p>Chia Suan Chong International English: An Alternative Model</p>
	13:00-14:00	Finger Buffet Lunch <i>Exhibition Hall</i>		
Elective B	14:00-14:50	<p><i>Elective B1</i></p> <p>Alison Skilbeck (RADA Enterprises) Getting in on the Act</p>	<p><i>Elective B2</i></p> <p>Keith Harding (Oxford University Press) We are Not Alone: What do ESP Specialisms Have in Common?</p>	<p><i>Elective B3</i></p> <p>Lee Knapp (Cambridge ESOL) Benchmarking English Language Skills</p>
Elective C	14:55-15:45	<p><i>Elective C1</i></p> <p>Graham Workman Business English Speaking Skills</p>	<p><i>Elective C2</i></p> <p>Barry Tomalin Fitting in and Working Together: Teaching Diversity in Business English</p>	<p><i>Elective C3</i></p> <p>Byron Russell (Macmillan English Campus) So Far, So Good: creating distance learning programmes with commercial software</p>
	15:45-16.10	Refreshment Break <i>Exhibition Hall</i>		
PLENARY	16:10-17:00	<p>Closing Plenary</p> <p>Pete Sharma (Macmillan Education) New Technology and Business English</p>		



Sessions and Speakers

10.40 – 11.30: Opening Plenary

Business English in a New Decade: new challenges and opportunities

Ian Badger

In this plenary session Ian Badger will identify challenges and opportunities faced by business English trainers in the business world of 2010. Some key features of this world include:

- Assumption by many employers that new employees have a good level of core business/technical English
- Employees need to communicate using a widening range of communication channels
- English used as the lingua franca in global teams and projects (often without any native speaker participation)
- English needed at all levels of organisations
- Budgets often only available for 'business critical' language training

Ian will refer to his experience as a business English trainer, consultant, and textbook writer – from early days spent running business English courses in adult education in Finland and working as a Director of Studies at a UK language school to current work-specific training programmes for major international companies worldwide. These companies range from those in industries where he is considered an 'expert' (paper, energy, forestry) to others where he is less familiar with company-specific language and culture – most recently in the semiconductor and insurance businesses.

Ian Badger is a partner in Business and Medical English Services (www.bmes.co.uk). He is based in Bristol, UK but travels widely as a consultant and trainer for international companies working with native and non-native speakers to improve communications. Current special interests involve supporting change management projects, helping international teams to work effectively in English and producing dedicated training packages for companies as they introduce global IT applications. Ian is co-author of the four-level series, 'English for Business Life' (Heinle ELT, Cengage Learning) which is used as a core business English course worldwide and editor/author of the self study/supplementary series 'English for Work' which includes 'Everyday Business English', 'Everyday Business Writing' and 'Everyday Technical English' (Pearson Longman).

12.10 – 13.00: Elective sessions A

A1. Understanding the Role of Culture in International Business

Adrian Pilbeam (Pearson Longman)

Intercultural communication is a 'hot' topic in business English but is not treated in depth in most published material. In this interactive talk, Adrian will show how 'Working across cultures', a new specialist title in the Market Leader series, fills this gap. Drawing on authentic extracts from The Financial Times and other business publications, 'Working across cultures' provides business English learners with real examples of the role of culture in business. The material stimulates discussion about topics such as working in international teams, going on international assignments, doing business in different countries and why international mergers often fail to deliver what they promise. Learners also have the opportunity to reflect on their own culture, consider the power of cultural stereotypes, take part in role plays and simulations and give their opinions about a range of real business cases. In the talk Adrian will demonstrate some of the exercises and activities in the book, and show how creative and interactive sessions can be developed from text based input. The session will be of particular interest to teachers working with both students in higher education (business schools, faculties of management) and those working with business and professional people.

***Adrian Pilbeam** is the founder and director of LTS Training and Consulting in Bath, UK. He has worked for over 25 years in the fields of English language, communication and intercultural training for corporate and institutional clients throughout Europe and in many other parts of the world. Adrian has written and co-written more than 12 books in the business English field, including most recently Working Across Cultures and Logistics Management, two of the newly published Market Leader Specialist Titles (Pearson Education), as well as numerous articles. In 2005, he developed and launched Developing intercultural training skills, a trainer training course for trainers from different backgrounds who are interested in developing their knowledge and skills as intercultural trainers.*

A2. 10 things Not to do When Presenting Internationally

Bob Dignen (Heinle Cengage)

Bob Dignen's approach to presentation skills integrates insights from his intercultural training, abandoning the traditional business ELT focus on learning 'useful' phrases to a more strategic and contextual approach to communicating with international audiences. The presentation will introduce this new approach via Bob's somewhat provocative and perhaps counterintuitive list of 'not to dos' - 10 things to avoid when presenting internationally:

1. Don't plan
2. Don't state objectives clearly
3. Don't try to convince people
4. Don't answer questions
5. Don't be natural
6. Don't keep it short and simple
7. Don't explain with facts
8. Don't ask for feedback
9. Don't use 'presentation phrases'
10. Don't forget to sell yourself

Can this really be the basis of a new approach?

Bob Dignen is a director of York Associates, specialists in language, communication and intercultural training. He delivers a range of programmes in international skills (effective international presentations, meetings and negotiating) as well as running a variety of intercultural skills and international team programmes. He is the author *50 Ways to improve your Presentation Skills* and *50 Ways to improve your Intercultural Skills* by Summertown Publishing.

A3. International English: An Alternative Model

Chia Suan Chong

A lot has been said on the subject of ELF (English as a Lingua Franca), from Kachru's model of concentric circles to Vienna University's research on Learner Spoken Corpus, gradually pushing English teachers towards the view that as long as communication between non-native speakers is achieved, traditional views on accuracy should not carry much weight. After all, communication is the purpose of language. But what does 'communication' mean and how does this translate into our teaching? Do we skip the chapter on articles, not bother with the 'schwa', and not correct students who say, 'I want that you go' because learning to speak like a native speaker is 'unnecessary, unrealistic' and 'harmful'? What do our business clients want? Is there a form of standard English which meets the requirements of international communication for business which can be regarded as a bench-mark for English language syllabuses? In this talk, I hope to address the above questions and challenge all that has been said in support of ELF.

Chia Suan Chong is a graduate in Communication Studies and has been teaching English as a foreign language at all levels since 2002, including varied experience in Cambridge Exam Classes, Business English, English for Specific and Academic Purposes. Having gained her UCLES DELTA and her LCCI Certificate in Teaching English for Business, she spoke at the 2008 BEUK conference about Dogme and coursebook-free classrooms and subsequently expanded on the topic at several schools, including International House Cordoba. She is currently doing her Masters in Applied Linguistics. She speaks English and Mandarin as her first language, Japanese, Italian and Spanish as her second.

14.00 – 14.50: Elective sessions B

B1. Getting in on the Act

Alison Skilbeck (RADA Enterprises)

Alison Skilbeck from RADA Enterprises shows how to use the skills of the trained actor in communicating with individuals, groups, and crowds - in or out of the workplace.

Act One: Why RADA? Why actors? A brief history of RADA's work with non-actors.

Act Two: How you look - body language, posture, use of space, entrances and exits; How you sound - centring the breath, voice, speech, articulation, and words; How to pace yourself.

Act Three: Your turn - easy un-embarrassing exercises to find out for yourself what it feels like.

Finale: The rest is silence - effective use of pause and silence....

Questions?

Alison Skilbeck is an actor, director, teacher, and trainer. She has an Hons degree in Spanish and French from Oxford University where she first began to act, and she started her professional career by presenting a Spanish language programme on BBC Television. She has worked for RADA Enterprises since it began in 2000, bringing her experience of acting, directing and training actors to the wider world. She is a senior trainer in the field of Personal Development & Communication working with people from many different walks of life: top civil servants, local government members and officers, social workers, business executives at all levels and members of leading professional bodies.

B2. We are Not Alone: What do ESP Specialisms Have in Common?

Keith Harding (Oxford University Press)

It might be thought that, by definition, specialisms in ESP will not have much in common with each other. For example, what could a doctor, a plumber, a motor mechanic, and a meteorologist have in common when it comes to language needs? In this talk we will try to define the common areas shared by these and other specialisms. We will look at ways in which material can be motivating and focused for the ESP learner at the same time as supporting the teacher, and show how it is possible to design generic frameworks, exercises and activities for ESP programmes whilst remaining aware of the very specific needs of each particular course. The talk will focus mainly on the needs of vocational ESP learners and will be illustrated with examples from *Oxford English for Careers*.

Keith Harding is a freelance ELT writer, trainer, and consultant based in London. He has worked as a teacher, teacher trainer, Director of Studies, and Principal in the UK and the USA. He is the co-author of the new editions of both the Intermediate and Upper Intermediate levels of *International Express*, and has written a number of *English for Tourism* titles, (*High Season*, *Going International*, and *Oxford English for Careers: Tourism 1, 2, and 3*). He is particularly interested in ESP and *English for Business*, and has written the *Oxford Resource Book for Teachers: English for Specific Purposes*. Keith is also a British Council Accreditation inspector, and a registered London Blue Badge tourist guide.

B3. Benchmarking English Language Skills

Lee Knapp (Cambridge ESOL)

The global economy is demanding English language skills to do business across borders successfully. This presentation will look at the Cambridge ESOL benchmarking toolkit, and its use in projects which Cambridge ESOL is involved in around the world to assist organisations to set performance standards for the language skills of employees in their specific roles. Examples will be provided of how organisations can benchmark language skills to assist in recruitment, promotion and training decisions, also demonstrating the valuable resource which the toolkit can provide in designing training and development programmes.

Lee Knapp is Development Manager UK for Cambridge ESOL. With an MA in Applied Linguistics, Lee's involvement in language teaching dates back to the early 1970's, and his career has taken in Germany, the Gulf States and the UK. He has undertaken developmental roles in several organisations, including senior marketing positions in Further Education and the private sector. Lee is the co-author of *"Write for Business"* (published by Longman in 1987) and is a Member of the Chartered Institute of Marketing. He represents the Federation of Awarding Bodies on the National ESOL Forum.

14.55 – 15.45: Elective sessions C

C1. Business English Speaking Skills

Graham Workman

This session will provide practical ideas and materials to help Business English learners talk about their work and discuss a range of related business topics at a preliminary level. Different types of tasks and activities will be used to help learners structure what they say as well as supply them with the vocabulary and expressions they need at this level. The materials will also be particularly suitable for those preparing for the Cambridge BEC speaking test.

Graham Workman is a freelance Teacher Trainer and materials writer. He designs and runs training courses for teachers of Business English. He has written Concept Questions and –Time Lines, Popular Films for Language Use (1,2,3), and Popular Films for Business English 1, and TPR for Primary English, all published by Gem Publishing.

C2. Fitting in and Working Together: Teaching Diversity in Business English

Barry Tomalin

Business throughout Europe is coping with an unprecedented influx of foreign workers. More and more companies are dealing with the pressure of an international workforce and facing the problem of how to integrate staff with different cultural expectations and behaviours. This is an issue not just of integration but of teambuilding and management skills. This workshop offers teachers activities they can use to help students become aware of and work with staff from other countries, using a major new project 'English in the International Workplace'. This project, entitled 'Diverse Europe at Work' and funded under the Leonardo da Vinci Programme, comprises a sixteen unit DVD and a support training package focusing on problems encountered by different nationalities when integrating into a new country. The project can be accessed at www.dew-net.eu or www.icc-languages.eu. Using the DVD, the workshop demonstrates the five step programme for raising cultural awareness, shows how to compare communication styles and uses video and pictures to develop critical awareness of different cultural behaviour. It also offers a one-hour lesson plan for raising cultural awareness and developing language and cultural skills in business.

Barry Tomalin is Director of Cultural Training at International House, London and writer on the 'Diverse Europe at Work' project. He is also Director of the Business Cultural Trainers Certificate, which trains teachers to work as cultural consultants in the business field and runs the International Certificate in Diversity Training. Among his publications are 'Cultural Awareness' (OUP 1994) and Film (OUP 2001) both co-written with Susan Stempleski and 'The World's Business Cultures and How to Unlock Them' (Thorogood Publishing 2007) and 'Diverse Europe at Work' (2009). Barry presented at the BEUK conference last year and is a well-known and popular presenter at IATEFL, TESOL and other international conferences.

C3. So Far, So Good: creating distance learning programmes with commercial software

Byron Russell (Macmillan English Campus)

Once the delivery of distance learning programmes was a very expensive option, with video conferencing packages being beyond the means of most language schools, let alone freelancers. Yet distance learning is increasingly in demand as hard-pressed managers find it harder to free up time to actually attend classroom lessons. The spread of broadband, and the rise of highly effective learning platforms and low-cost conferencing tools, now means that the delivery of effective DL programmes is within every teacher's reach. The presentation looks briefly at the various types of conferencing software available and shows how – by bundling tools such as Skype with commercial blended learning platforms such as Macmillan English Campus – it is now possible to create complete distance learning programmes, incorporating full video, audio and whiteboard tools, at very low cost and with minimal technical expertise.

Byron Russell is well known as a conference speaker and has been involved in the ELT industry for twenty years as a teacher, teacher-trainer and publisher. For the past decade he has worked on the development of a number of leading digital programmes including Macmillan English Campus. He is also a director of Pete Sharma Associates, which specialises in hands-on IT training for ELT professionals.

16.10 – 17.00: Closing Plenary

New Technology and Business English

Pete Sharma (Macmillan Education)

This session will be a critical analysis of the impact of new technology on the field of business English, providing a comprehensive overview of how technology has affected areas within the business English profession:

- Testing – for example adaptive CD-ROMs and on-line tests
- Needs analysis – such as tagging (English 360)
- Language skills – including listening (podcasts/vodcasts) and speaking (presentation tools and websites such as TED.com)
- Vocabulary – for example English UK Campus and M-learning
- Materials – the range of digital material for business English, including creating materials, and the delivery of business English materials through learning platforms

Pete will conclude this closing plenary by outlining ten key 'things to know' about Learning technologies in order to keep abreast with the profession.

*Pete Sharma is a Director of Pete Sharma Associates Ltd, which runs workshops in educational technology: www.psa.eu.com He is currently working as a lecturer at Oxford Brookes University and is on the committee of the IATEFL Learning Technologies SIG. Pete writes extensively on technology in language teaching, and is co-author of *The Internet and Business English* (2003 Summertown Publishing), and *Blended Learning* (2007 Macmillan). He has written multimedia content for Macmillan's in company CD-ROMs and *The Business Advanced DVD-ROM*, and his regular business English e-lesson has thousands of subscribers worldwide. Pete blogs and tweets regularly on technology at: www.te4be.com*



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ESOL Examinations

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Professional English language qualifications

BULATS

Business Language Testing Service

BEC

Business English Certificates

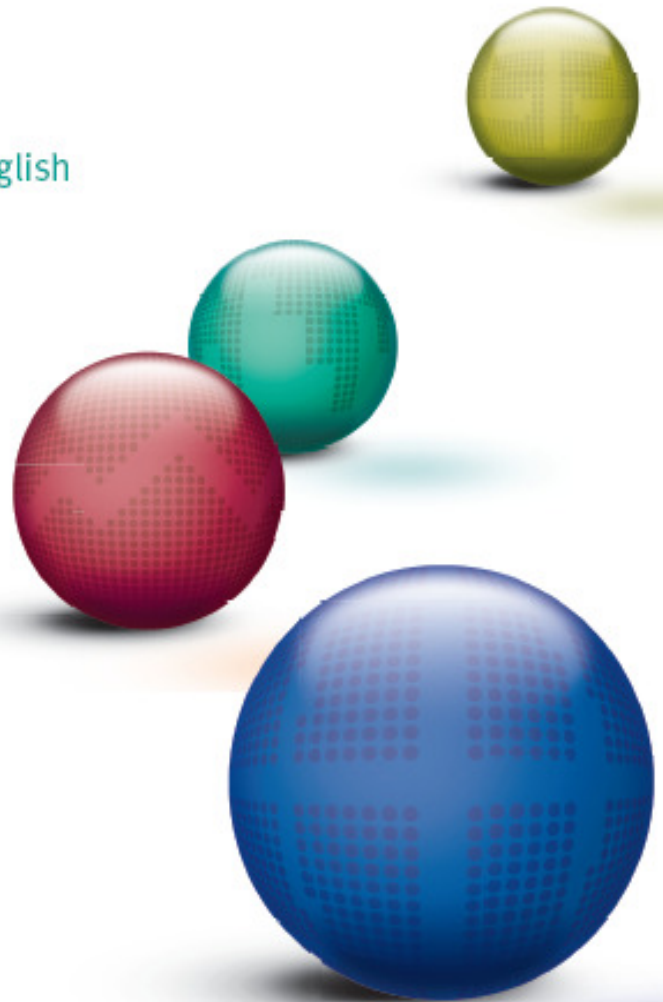
ICFE

International Certificate in Financial English

ILEC

International Legal English Certificate

The key to
better business
communication



www.CambridgeESOL.org/worldofwork



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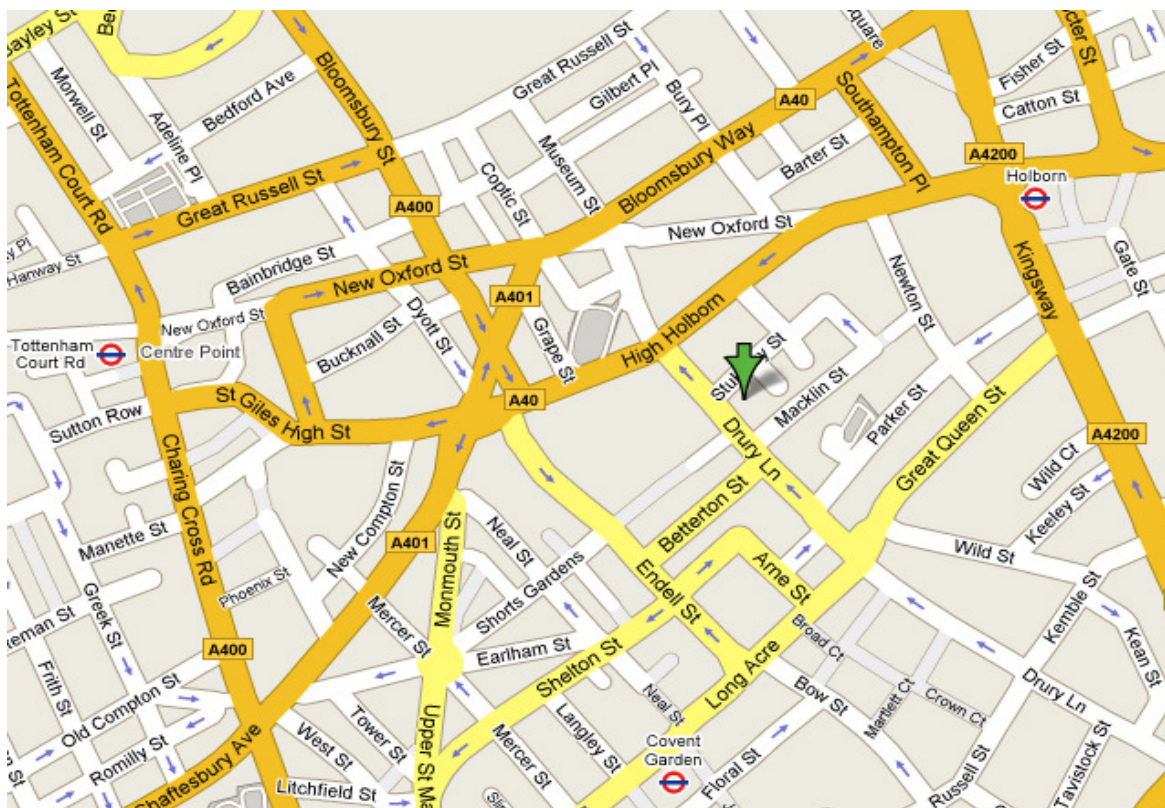
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Sessions and Speakers

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Business English in a New Decade: new challenges and opportunities

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A3. International English: An Alternative Model

Chia Suan Chong

A lot has been said on the subject of ELF (English as a Lingua Franca), from Kachru's model of concentric circles to Vienna University's research on Learner Spoken Corpus, gradually pushing English teachers towards the view that as long as communication between non-native speakers is achieved, traditional views on accuracy should not carry much weight. After all, communication is the purpose of language. But what does 'communication' mean and how does this translate into our teaching? Do we skip the chapter on articles, not bother with the 'schwa', and not correct students who say, 'I want that you go' because learning to speak like a native speaker is 'unnecessary, unrealistic' and 'harmful'? What do our business clients want? Is there a form of standard English which meets the requirements of international communication for business which can be regarded as a bench-mark for English language syllabuses? In this talk, I hope to address the above questions and challenge all that has been said in support of ELF.

Chia Suan Chong is a graduate in Communication Studies and has been teaching English as a foreign language at all levels since 2002, including varied experience in Cambridge Exam Classes, Business English, English for Specific and Academic Purposes. Having gained her UCLES DELTA and her LCCI Certificate in Teaching English for Business, she spoke at the 2008 BEUK conference about Dogme and coursebook-free classrooms and subsequently expanded on the topic at several schools, including International House Cordoba. She is currently doing her Masters in Applied Linguistics. She speaks English and Mandarin as her first language, Japanese, Italian and Spanish as her second.

14.00 – 14.50: Elective sessions B

B1. Getting in on the Act

Alison Skilbeck (RADA Enterprises)

Alison Skilbeck from RADA Enterprises shows how to use the skills of the trained actor in communicating with individuals, groups, and crowds - in or out of the workplace.

Act One: Why RADA? Why actors? A brief history of RADA's work with non-actors.

Act Two: How you look - body language, posture, use of space, entrances and exits; How you sound - centring the breath, voice, speech, articulation, and words; How to pace yourself.

Act Three: Your turn - easy un-embarrassing exercises to find out for yourself what it feels like.

Finale: The rest is silence - effective use of pause and silence....

Questions?

Alison Skilbeck is an actor, director, teacher, and trainer. She has an Hons degree in Spanish and French from Oxford University where she first began to act, and she started her professional career by presenting a Spanish language programme on BBC Television. She has worked for RADA Enterprises since it began in 2000, bringing her experience of acting, directing and training actors to the wider world. She is a senior trainer in the field of Personal Development & Communication working with people from many different walks of life: top civil servants, local government members and officers, social workers, business executives at all levels and members of leading professional bodies.

B2. We are Not Alone: What do ESP Specialisms Have in Common?

Keith Harding (Oxford University Press)

It might be thought that, by definition, specialisms in ESP will not have much in common with each other. For example, what could a doctor, a plumber, a motor mechanic, and a meteorologist have in common when it comes to language needs? In this talk we will try to define the common areas shared by these and other specialisms. We will look at ways in which material can be motivating and focused for the ESP learner at the same time as supporting the teacher, and show how it is possible to design generic frameworks, exercises and activities for ESP programmes whilst remaining aware of the very specific needs of each particular course. The talk will focus mainly on the needs of vocational ESP learners and will be illustrated with examples from *Oxford English for Careers*.

Keith Harding is a freelance ELT writer, trainer, and consultant based in London. He has worked as a teacher, teacher trainer, Director of Studies, and Principal in the UK and the USA. He is the co-author of the new editions of both the Intermediate and Upper Intermediate levels of *International Express*, and has written a number of *English for Tourism* titles, (*High Season*, *Going International*, and *Oxford English for Careers: Tourism 1, 2, and 3*). He is particularly interested in ESP and *English for Business*, and has written the *Oxford Resource Book for Teachers: English for Specific Purposes*. Keith is also a British Council Accreditation inspector, and a registered London Blue Badge tourist guide.

B3. Benchmarking English Language Skills

Lee Knapp (Cambridge ESOL)

The global economy is demanding English language skills to do business across borders successfully. This presentation will look at the Cambridge ESOL benchmarking toolkit, and its use in projects which Cambridge ESOL is involved in around the world to assist organisations to set performance standards for the language skills of employees in their specific roles. Examples will be provided of how organisations can benchmark language skills to assist in recruitment, promotion and training decisions, also demonstrating the valuable resource which the toolkit can provide in designing training and development programmes.

Lee Knapp is Development Manager UK for Cambridge ESOL. With an MA in Applied Linguistics, Lee's involvement in language teaching dates back to the early 1970's, and his career has taken in Germany, the Gulf States and the UK. He has undertaken developmental roles in several organisations, including senior marketing positions in Further Education and the private sector. Lee is the co-author of *"Write for Business"* (published by Longman in 1987) and is a Member of the Chartered Institute of Marketing. He represents the Federation of Awarding Bodies on the National ESOL Forum.

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C1. Business English Speaking Skills

Graham Workman

This session will provide practical ideas and materials to help Business English learners talk about their work and discuss a range of related business topics at a preliminary level. Different types of tasks and activities will be used to help learners structure what they say as well as supply them with the vocabulary and expressions they need at this level. The materials will also be particularly suitable for those preparing for the Cambridge BEC speaking test.

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C2. Fitting in and Working Together: Teaching Diversity in Business English

Barry Tomalin

Business throughout Europe is coping with an unprecedented influx of foreign workers. More and more companies are dealing with the pressure of an international workforce and facing the problem of how to integrate staff with different cultural expectations and behaviours. This is an issue not just of integration but of teambuilding and management skills. This workshop offers teachers activities they can use to help students become aware of and work with staff from other countries, using a major new project 'English in the International Workplace'. This project, entitled 'Diverse Europe at Work' and funded under the Leonardo da Vinci Programme, comprises a sixteen unit DVD and a support training package focusing on problems encountered by different nationalities when integrating into a new country. The project can be accessed at www.dew-net.eu or www.icc-languages.eu. Using the DVD, the workshop demonstrates the five step programme for raising cultural awareness, shows how to compare communication styles and uses video and pictures to develop critical awareness of different cultural behaviour. It also offers a one-hour lesson plan for raising cultural awareness and developing language and cultural skills in business.

***Barry Tomalin** is Director of Cultural Training at International House, London and writer on the 'Diverse Europe at Work' project. He is also Director of the Business Cultural Trainers Certificate, which trains teachers to work as cultural consultants in the business field and runs the International Certificate in Diversity Training. Among his publications are 'Cultural Awareness' (OUP 1994) and Film (OUP 2001) both co-written with Susan Stempleski and 'The World's Business Cultures and How to Unlock Them' (Thorogood Publishing 2007) and 'Diverse Europe at Work' (2009). Barry presented at the BEUK conference last year and is a well-known and popular presenter at IATEFL, TESOL and other international conferences.*

C3. So Far, So Good: creating distance learning programmes with commercial software

Byron Russell (Macmillan English Campus)

Once the delivery of distance learning programmes was a very expensive option, with video conferencing packages being beyond the means of most language schools, let alone freelancers. Yet distance learning is increasingly in demand as hard-pressed managers find it harder to free up time to actually attend classroom lessons. The spread of broadband, and the rise of highly effective learning platforms and low-cost conferencing tools, now means that the delivery of effective DL programmes is within every teacher's reach. The presentation looks briefly at the various types of conferencing software available and shows how – by bundling tools such as Skype with commercial blended learning platforms such as Macmillan English Campus – it is now possible to create complete distance learning programmes, incorporating full video, audio and whiteboard tools, at very low cost and with minimal technical expertise.

Byron Russell is well known as a conference speaker and has been involved in the ELT industry for twenty years as a teacher, teacher-trainer and publisher. For the past decade he has worked on the development of a number of leading digital programmes including Macmillan English Campus. He is also a director of Pete Sharma Associates, which specialises in hands-on IT training for ELT professionals.

16.10 – 17.00: Closing Plenary

New Technology and Business English

Pete Sharma (Macmillan Education)

This session will be a critical analysis of the impact of new technology on the field of business English, providing a comprehensive overview of how technology has affected areas within the business English profession:

- Testing – for example adaptive CD-ROMs and on-line tests
- Needs analysis – such as tagging (English 360)
- Language skills – including listening (podcasts/vodcasts) and speaking (presentation tools and websites such as TED.com)
- Vocabulary – for example English UK Campus and M-learning
- Materials – the range of digital material for business English, including creating materials, and the delivery of business English materials through learning platforms

Pete will conclude this closing plenary by outlining ten key 'things to know' about Learning technologies in order to keep abreast with the profession.

*Pete Sharma is a Director of Pete Sharma Associates Ltd, which runs workshops in educational technology: www.psa.eu.com He is currently working as a lecturer at Oxford Brookes University and is on the committee of the IATEFL Learning Technologies SIG. Pete writes extensively on technology in language teaching, and is co-author of *The Internet and Business English* (2003 Summertown Publishing), and *Blended Learning* (2007 Macmillan). He has written multimedia content for Macmillan's in company CD-ROMs and *The Business Advanced DVD-ROM*, and his regular business English e-lesson has thousands of subscribers worldwide. Pete blogs and tweets regularly on technology at: www.te4be.com*



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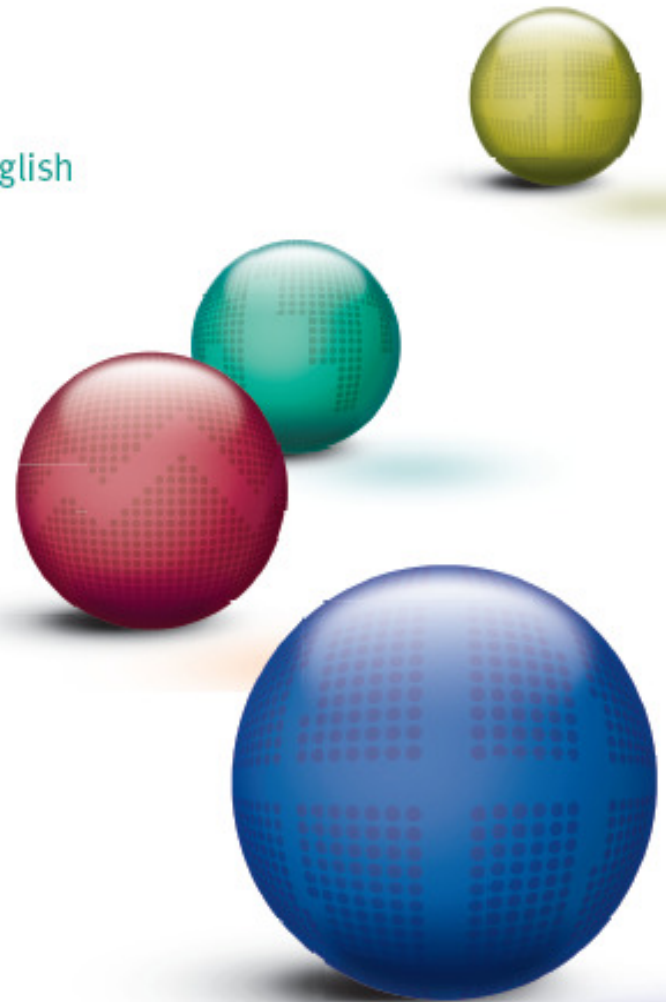
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The English UK Business English Trainers' Conference 2010

In association with Business English UK

International House, London

Saturday 8th May 2010

Programme

Supported by:



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Venue & Location

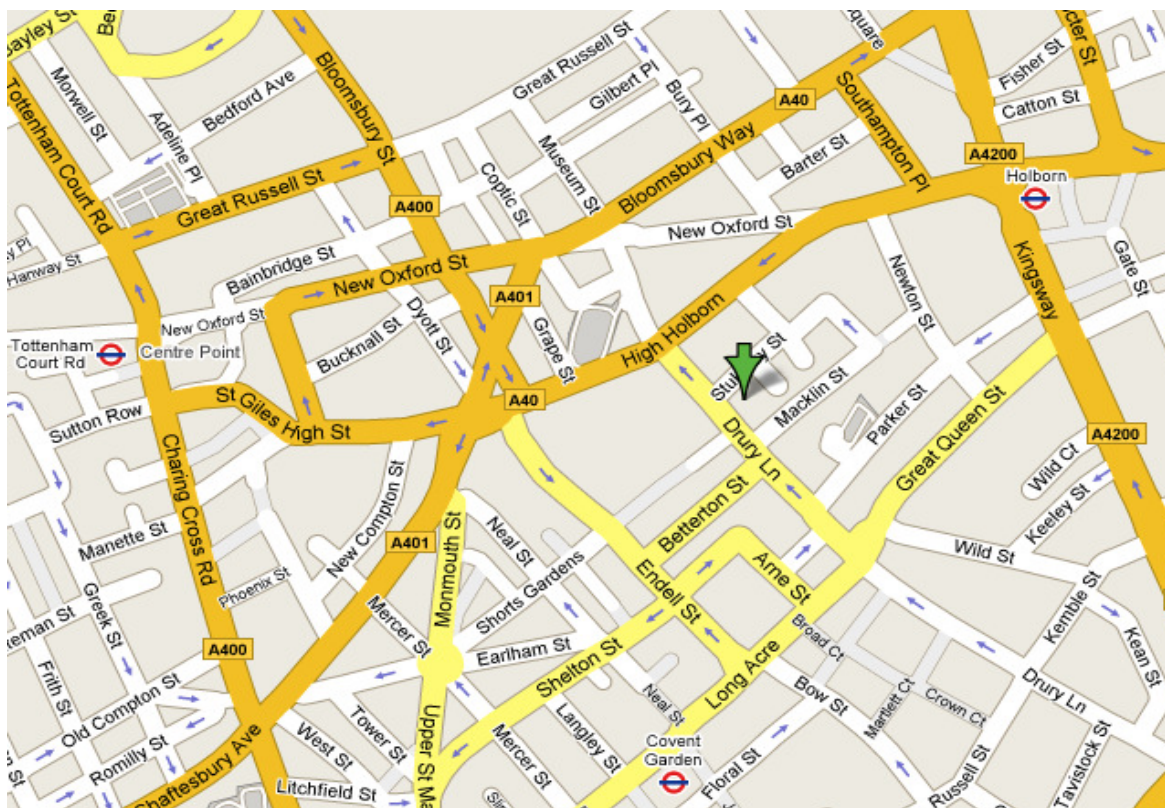
The event will be held at International House's spacious and modern premises near Covent Garden, central London. This venue is within walking distance of four tube stations: Tottenham Court Road (Northern Line and Central Line), Covent Garden (Piccadilly Line), Leicester Square (Northern Line and Piccadilly Line) and the nearest, Holborn Station (Central Line and Piccadilly Line). The nearest overland train station is Charing Cross.

Conference Venue Address:

International House, London, 16 Stukeley Street, WC2B 5LQ

Tel: 0207 611 2400

www.ihlondon.com



The Conference

English UK is proud to be hosting the third annual conference for business English training professionals in association with Business English UK, an English UK special interest group. There has been a significant growth in professional English and this event has proved instrumental in providing quality professional support for this sector. This year's conference will focus on a range of issues connected with professional English course delivery and is designed for academic managers and teachers who either specialise in or have some involvement in: staff training, skills development, business English exams and course management and delivery.

The Programme

The conference is headlined by Ian Badger and Pete Sharma with elective sessions by leading industry practitioners including, Adrian Pilbeam, Bob Dignen, Barry Tomalin, and Keith Harding. Sessions focus directly on issues relating to the business English sector such as cultural aspects of teaching business English, resources and technology, business communication and interaction, and course design. Delegates will be able to utilise the first class facilities at International House and a buffet lunch, refreshments and an ELT exhibition are all included. This national conference also provides an ideal opportunity for networking and sharing experiences with colleagues and is sure to be an enjoyable and productive event.

Business English UK

The Conference is run in association with BusinessEnglishUK, a special interest group of English UK. It is formed by a group of accredited centres who are passionate about teaching English for business. BusinessEnglishUK is the voice of the professional and business English training industry and is committed to providing professional support for business English trainers. The organisation is open to all high quality accredited training institutions that share this passion and who specialise in providing English courses for professional people. For further details please go to the BEUK website: www.businessenglishuk.org.uk

Cambridge ESOL

The English UK Business English Trainers' Conference is supported by Cambridge ESOL. Cambridge ESOL offer the world's leading range of certificates for learners and teachers of English – taken by over 3 million people in over 130 countries. They help people improve their job prospects through a suite of professional English qualifications specially designed for the world of work including: Business English Certificates (BEC), Business Language Testing Service (BULATS), ESOL for Work (UK only), International Legal English Certificate (ILEC), and the International Certificate in Financial English (ICFE). **Take advantage of the business opportunity to add summer exams to your programmes!** For further details please go to: www.cambridgeesol.org or contact Rebecca Folley at Folley.R@CambridgeESOL.org

Exhibitors

Exhibitors from a range of ELT-related businesses and service providers will be present – including: Cambridge ESOL, Pearson Longman, Trinity College London, Oxford University Press, Macmillan Education, Macmillan English Campus, and Heinle Cengage.

English UK Business English Trainers' Conference 2010 Programme

	09:30-10:30	Registration and Coffee/Tea <i>Exhibition Hall</i>		
Welcome	10:30-10:40	<p>Sue Johns (Chair of Business English UK)</p> <p>Henry Tolley Developments from Cambridge ESOL</p> <p>Welcome to the Conference</p>		
PLENARY	10:40-11:30	<p>Opening Plenary</p> <p>Ian Badger Business English in a New Decade: new challenges and opportunities</p>		
	11:40-12:10	Refreshment Break <i>Exhibition Hall</i>		
Elective A	12:10-13:00	<p><i>Elective A1</i></p> <p>Adrian Pilbeam (Pearson Longman) Understanding the Role of Culture in International Business</p>	<p><i>Elective A2</i></p> <p>Bob Dignen (Heinle Cengage) 10 things Not to do When Presenting Internationally</p>	<p><i>Elective A3</i></p> <p>Chia Suan Chong International English: An Alternative Model</p>
	13:00-14:00	Finger Buffet Lunch <i>Exhibition Hall</i>		
Elective B	14:00-14:50	<p><i>Elective B1</i></p> <p>Alison Skilbeck (RADA Enterprises) Getting in on the Act</p>	<p><i>Elective B2</i></p> <p>Keith Harding (Oxford University Press) We are Not Alone: What do ESP Specialisms Have in Common?</p>	<p><i>Elective B3</i></p> <p>Lee Knapp (Cambridge ESOL) Benchmarking English Language Skills</p>
Elective C	14:55-15:45	<p><i>Elective C1</i></p> <p>Graham Workman Business English Speaking Skills</p>	<p><i>Elective C2</i></p> <p>Barry Tomalin Fitting in and Working Together: Teaching Diversity in Business English</p>	<p><i>Elective C3</i></p> <p>Byron Russell (Macmillan English Campus) So Far, So Good: creating distance learning programmes with commercial software</p>
	15:45-16.10	Refreshment Break <i>Exhibition Hall</i>		
PLENARY	16:10-17:00	<p>Closing Plenary</p> <p>Pete Sharma (Macmillan Education) New Technology and Business English</p>		



Sessions and Speakers

10.40 – 11.30: Opening Plenary

Business English in a New Decade: new challenges and opportunities

Ian Badger

In this plenary session Ian Badger will identify challenges and opportunities faced by business English trainers in the business world of 2010. Some key features of this world include:

- Assumption by many employers that new employees have a good level of core business/technical English
- Employees need to communicate using a widening range of communication channels
- English used as the lingua franca in global teams and projects (often without any native speaker participation)
- English needed at all levels of organisations
- Budgets often only available for 'business critical' language training

Ian will refer to his experience as a business English trainer, consultant, and textbook writer – from early days spent running business English courses in adult education in Finland and working as a Director of Studies at a UK language school to current work-specific training programmes for major international companies worldwide. These companies range from those in industries where he is considered an 'expert' (paper, energy, forestry) to others where he is less familiar with company-specific language and culture – most recently in the semiconductor and insurance businesses.

Ian Badger is a partner in Business and Medical English Services (www.bmes.co.uk). He is based in Bristol, UK but travels widely as a consultant and trainer for international companies working with native and non-native speakers to improve communications. Current special interests involve supporting change management projects, helping international teams to work effectively in English and producing dedicated training packages for companies as they introduce global IT applications. Ian is co-author of the four-level series, 'English for Business Life' (Heinle ELT, Cengage Learning) which is used as a core business English course worldwide and editor/author of the self study/supplementary series 'English for Work' which includes 'Everyday Business English', 'Everyday Business Writing' and 'Everyday Technical English' (Pearson Longman).

12.10 – 13.00: Elective sessions A

A1. Understanding the Role of Culture in International Business

Adrian Pilbeam (Pearson Longman)

Intercultural communication is a 'hot' topic in business English but is not treated in depth in most published material. In this interactive talk, Adrian will show how 'Working across cultures', a new specialist title in the Market Leader series, fills this gap. Drawing on authentic extracts from The Financial Times and other business publications, 'Working across cultures' provides business English learners with real examples of the role of culture in business. The material stimulates discussion about topics such as working in international teams, going on international assignments, doing business in different countries and why international mergers often fail to deliver what they promise. Learners also have the opportunity to reflect on their own culture, consider the power of cultural stereotypes, take part in role plays and simulations and give their opinions about a range of real business cases. In the talk Adrian will demonstrate some of the exercises and activities in the book, and show how creative and interactive sessions can be developed from text based input. The session will be of particular interest to teachers working with both students in higher education (business schools, faculties of management) and those working with business and professional people.

***Adrian Pilbeam** is the founder and director of LTS Training and Consulting in Bath, UK. He has worked for over 25 years in the fields of English language, communication and intercultural training for corporate and institutional clients throughout Europe and in many other parts of the world. Adrian has written and co-written more than 12 books in the business English field, including most recently Working Across Cultures and Logistics Management, two of the newly published Market Leader Specialist Titles (Pearson Education), as well as numerous articles. In 2005, he developed and launched Developing intercultural training skills, a trainer training course for trainers from different backgrounds who are interested in developing their knowledge and skills as intercultural trainers.*

A2. 10 things Not to do When Presenting Internationally

Bob Dignen (Heinle Cengage)

Bob Dignen's approach to presentation skills integrates insights from his intercultural training, abandoning the traditional business ELT focus on learning 'useful' phrases to a more strategic and contextual approach to communicating with international audiences. The presentation will introduce this new approach via Bob's somewhat provocative and perhaps counterintuitive list of 'not to dos' - 10 things to avoid when presenting internationally:

1. Don't plan
2. Don't state objectives clearly
3. Don't try to convince people
4. Don't answer questions
5. Don't be natural
6. Don't keep it short and simple
7. Don't explain with facts
8. Don't ask for feedback
9. Don't use 'presentation phrases'
10. Don't forget to sell yourself

Can this really be the basis of a new approach?

Bob Dignen is a director of York Associates, specialists in language, communication and intercultural training. He delivers a range of programmes in international skills (effective international presentations, meetings and negotiating) as well as running a variety of intercultural skills and international team programmes. He is the author *50 Ways to improve your Presentation Skills* and *50 Ways to improve your Intercultural Skills* by Summertown Publishing.

A3. International English: An Alternative Model

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A lot has been said on the subject of ELF (English as a Lingua Franca), from Kachru's model of concentric circles to Vienna University's research on Learner Spoken Corpus, gradually pushing English teachers towards the view that as long as communication between non-native speakers is achieved, traditional views on accuracy should not carry much weight. After all, communication is the purpose of language. But what does 'communication' mean and how does this translate into our teaching? Do we skip the chapter on articles, not bother with the 'schwa', and not correct students who say, 'I want that you go' because learning to speak like a native speaker is 'unnecessary, unrealistic' and 'harmful'? What do our business clients want? Is there a form of standard English which meets the requirements of international communication for business which can be regarded as a bench-mark for English language syllabuses? In this talk, I hope to address the above questions and challenge all that has been said in support of ELF.

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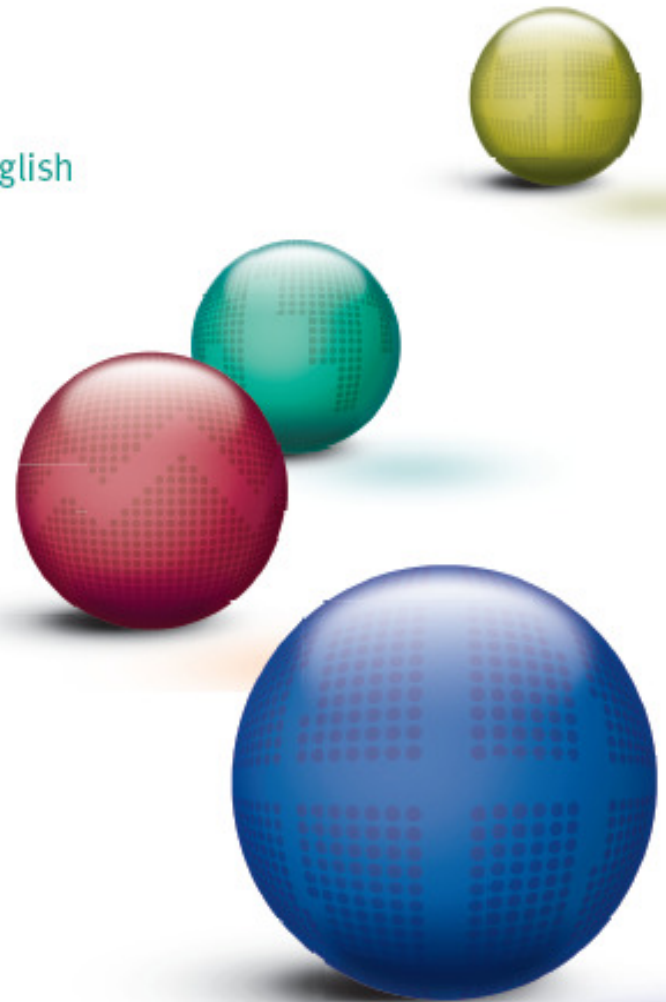
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Venue & Location

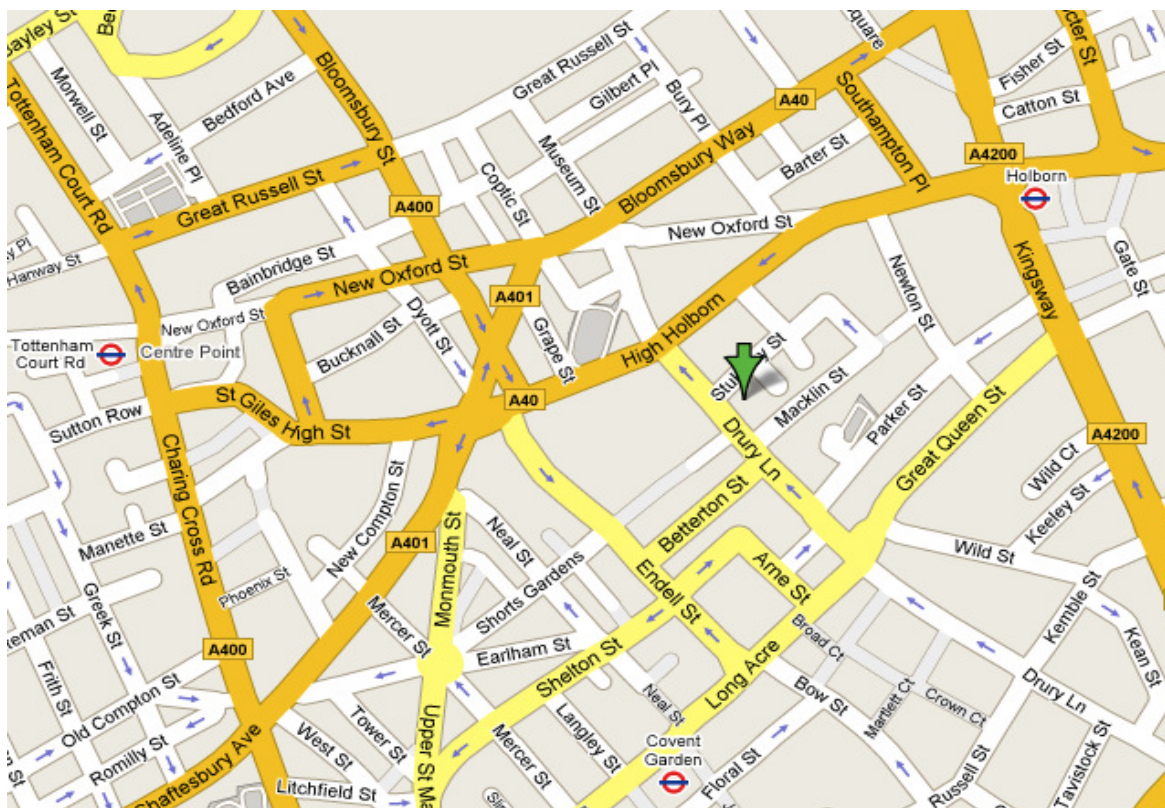
The event will be held at International House's spacious and modern premises near Covent Garden, central London. This venue is within walking distance of four tube stations: Tottenham Court Road (Northern Line and Central Line), Covent Garden (Piccadilly Line), Leicester Square (Northern Line and Piccadilly Line) and the nearest, Holborn Station (Central Line and Piccadilly Line). The nearest overland train station is Charing Cross.

Conference Venue Address:

International House, London, 16 Stukeley Street, WC2B 5LQ

Tel: 0207 611 2400

www.ihlondon.com



The Conference

English UK is proud to be hosting the third annual conference for business English training professionals in association with Business English UK, an English UK special interest group. There has been a significant growth in professional English and this event has proved instrumental in providing quality professional support for this sector. This year's conference will focus on a range of issues connected with professional English course delivery and is designed for academic managers and teachers who either specialise in or have some involvement in: staff training, skills development, business English exams and course management and delivery.

The Programme

The conference is headlined by Ian Badger and Pete Sharma with elective sessions by leading industry practitioners including, Adrian Pilbeam, Bob Dignen, Barry Tomalin, and Keith Harding. Sessions focus directly on issues relating to the business English sector such as cultural aspects of teaching business English, resources and technology, business communication and interaction, and course design. Delegates will be able to utilise the first class facilities at International House and a buffet lunch, refreshments and an ELT exhibition are all included. This national conference also provides an ideal opportunity for networking and sharing experiences with colleagues and is sure to be an enjoyable and productive event.

Business English UK

The Conference is run in association with BusinessEnglishUK, a special interest group of English UK. It is formed by a group of accredited centres who are passionate about teaching English for business. BusinessEnglishUK is the voice of the professional and business English training industry and is committed to providing professional support for business English trainers. The organisation is open to all high quality accredited training institutions that share this passion and who specialise in providing English courses for professional people. For further details please go to the BEUK website: www.businessenglishuk.org.uk

Cambridge ESOL

The English UK Business English Trainers' Conference is supported by Cambridge ESOL. Cambridge ESOL offer the world's leading range of certificates for learners and teachers of English – taken by over 3 million people in over 130 countries. They help people improve their job prospects through a suite of professional English qualifications specially designed for the world of work including: Business English Certificates (BEC), Business Language Testing Service (BULATS), ESOL for Work (UK only), International Legal English Certificate (ILEC), and the International Certificate in Financial English (ICFE). **Take advantage of the business opportunity to add summer exams to your programmes!** For further details please go to: www.cambridgeesol.org or contact Rebecca Folley at Folley.R@CambridgeESOL.org

Exhibitors

Exhibitors from a range of ELT-related businesses and service providers will be present – including: Cambridge ESOL, Pearson Longman, Trinity College London, Oxford University Press, Macmillan Education, Macmillan English Campus, and Heinle Cengage.

English UK Business English Trainers' Conference 2010 Programme

	09:30-10:30	Registration and Coffee/Tea <i>Exhibition Hall</i>		
Welcome	10:30-10:40	<p>Sue Johns (Chair of Business English UK)</p> <p>Henry Tolley Developments from Cambridge ESOL</p> <p>Welcome to the Conference</p>		
PLENARY	10:40-11:30	<p>Opening Plenary</p> <p>Ian Badger Business English in a New Decade: new challenges and opportunities</p>		
	11:40-12:10	Refreshment Break <i>Exhibition Hall</i>		
Elective A	12:10-13:00	<p><i>Elective A1</i></p> <p>Adrian Pilbeam (Pearson Longman) Understanding the Role of Culture in International Business</p>	<p><i>Elective A2</i></p> <p>Bob Dignen (Heinle Cengage) 10 things Not to do When Presenting Internationally</p>	<p><i>Elective A3</i></p> <p>Chia Suan Chong International English: An Alternative Model</p>
	13:00-14:00	Finger Buffet Lunch <i>Exhibition Hall</i>		
Elective B	14:00-14:50	<p><i>Elective B1</i></p> <p>Alison Skilbeck (RADA Enterprises) Getting in on the Act</p>	<p><i>Elective B2</i></p> <p>Keith Harding (Oxford University Press) We are Not Alone: What do ESP Specialisms Have in Common?</p>	<p><i>Elective B3</i></p> <p>Lee Knapp (Cambridge ESOL) Benchmarking English Language Skills</p>
Elective C	14:55-15:45	<p><i>Elective C1</i></p> <p>Graham Workman Business English Speaking Skills</p>	<p><i>Elective C2</i></p> <p>Barry Tomalin Fitting in and Working Together: Teaching Diversity in Business English</p>	<p><i>Elective C3</i></p> <p>Byron Russell (Macmillan English Campus) So Far, So Good: creating distance learning programmes with commercial software</p>
	15:45-16.10	Refreshment Break <i>Exhibition Hall</i>		
PLENARY	16:10-17:00	<p>Closing Plenary</p> <p>Pete Sharma (Macmillan Education) New Technology and Business English</p>		



Sessions and Speakers

10.40 – 11.30: Opening Plenary

Business English in a New Decade: new challenges and opportunities

Ian Badger

In this plenary session Ian Badger will identify challenges and opportunities faced by business English trainers in the business world of 2010. Some key features of this world include:

- Assumption by many employers that new employees have a good level of core business/technical English
- Employees need to communicate using a widening range of communication channels
- English used as the lingua franca in global teams and projects (often without any native speaker participation)
- English needed at all levels of organisations
- Budgets often only available for 'business critical' language training

Ian will refer to his experience as a business English trainer, consultant, and textbook writer – from early days spent running business English courses in adult education in Finland and working as a Director of Studies at a UK language school to current work-specific training programmes for major international companies worldwide. These companies range from those in industries where he is considered an 'expert' (paper, energy, forestry) to others where he is less familiar with company-specific language and culture – most recently in the semiconductor and insurance businesses.

Ian Badger is a partner in Business and Medical English Services (www.bmes.co.uk). He is based in Bristol, UK but travels widely as a consultant and trainer for international companies working with native and non-native speakers to improve communications. Current special interests involve supporting change management projects, helping international teams to work effectively in English and producing dedicated training packages for companies as they introduce global IT applications. Ian is co-author of the four-level series, 'English for Business Life' (Heinle ELT, Cengage Learning) which is used as a core business English course worldwide and editor/author of the self study/supplementary series 'English for Work' which includes 'Everyday Business English', 'Everyday Business Writing' and 'Everyday Technical English' (Pearson Longman).

12.10 – 13.00: Elective sessions A

A1. Understanding the Role of Culture in International Business

Adrian Pilbeam (Pearson Longman)

Intercultural communication is a 'hot' topic in business English but is not treated in depth in most published material. In this interactive talk, Adrian will show how 'Working across cultures', a new specialist title in the Market Leader series, fills this gap. Drawing on authentic extracts from The Financial Times and other business publications, 'Working across cultures' provides business English learners with real examples of the role of culture in business. The material stimulates discussion about topics such as working in international teams, going on international assignments, doing business in different countries and why international mergers often fail to deliver what they promise. Learners also have the opportunity to reflect on their own culture, consider the power of cultural stereotypes, take part in role plays and simulations and give their opinions about a range of real business cases. In the talk Adrian will demonstrate some of the exercises and activities in the book, and show how creative and interactive sessions can be developed from text based input. The session will be of particular interest to teachers working with both students in higher education (business schools, faculties of management) and those working with business and professional people.

***Adrian Pilbeam** is the founder and director of LTS Training and Consulting in Bath, UK. He has worked for over 25 years in the fields of English language, communication and intercultural training for corporate and institutional clients throughout Europe and in many other parts of the world. Adrian has written and co-written more than 12 books in the business English field, including most recently Working Across Cultures and Logistics Management, two of the newly published Market Leader Specialist Titles (Pearson Education), as well as numerous articles. In 2005, he developed and launched Developing intercultural training skills, a trainer training course for trainers from different backgrounds who are interested in developing their knowledge and skills as intercultural trainers.*

A2. 10 things Not to do When Presenting Internationally

Bob Dignen (Heinle Cengage)

Bob Dignen's approach to presentation skills integrates insights from his intercultural training, abandoning the traditional business ELT focus on learning 'useful' phrases to a more strategic and contextual approach to communicating with international audiences. The presentation will introduce this new approach via Bob's somewhat provocative and perhaps counterintuitive list of 'not to dos' - 10 things to avoid when presenting internationally:

1. Don't plan
2. Don't state objectives clearly
3. Don't try to convince people
4. Don't answer questions
5. Don't be natural
6. Don't keep it short and simple
7. Don't explain with facts
8. Don't ask for feedback
9. Don't use 'presentation phrases'
10. Don't forget to sell yourself

Can this really be the basis of a new approach?

Bob Dignen is a director of York Associates, specialists in language, communication and intercultural training. He delivers a range of programmes in international skills (effective international presentations, meetings and negotiating) as well as running a variety of intercultural skills and international team programmes. He is the author *50 Ways to improve your Presentation Skills* and *50 Ways to improve your Intercultural Skills* by Summertown Publishing.

A3. International English: An Alternative Model

Chia Suan Chong

A lot has been said on the subject of ELF (English as a Lingua Franca), from Kachru's model of concentric circles to Vienna University's research on Learner Spoken Corpus, gradually pushing English teachers towards the view that as long as communication between non-native speakers is achieved, traditional views on accuracy should not carry much weight. After all, communication is the purpose of language. But what does 'communication' mean and how does this translate into our teaching? Do we skip the chapter on articles, not bother with the 'schwa', and not correct students who say, 'I want that you go' because learning to speak like a native speaker is 'unnecessary, unrealistic' and 'harmful'? What do our business clients want? Is there a form of standard English which meets the requirements of international communication for business which can be regarded as a bench-mark for English language syllabuses? In this talk, I hope to address the above questions and challenge all that has been said in support of ELF.

Chia Suan Chong is a graduate in Communication Studies and has been teaching English as a foreign language at all levels since 2002, including varied experience in Cambridge Exam Classes, Business English, English for Specific and Academic Purposes. Having gained her UCLES DELTA and her LCCI Certificate in Teaching English for Business, she spoke at the 2008 BEUK conference about Dogme and coursebook-free classrooms and subsequently expanded on the topic at several schools, including International House Cordoba. She is currently doing her Masters in Applied Linguistics. She speaks English and Mandarin as her first language, Japanese, Italian and Spanish as her second.

14.00 – 14.50: Elective sessions B

B1. Getting in on the Act

Alison Skilbeck (RADA Enterprises)

Alison Skilbeck from RADA Enterprises shows how to use the skills of the trained actor in communicating with individuals, groups, and crowds - in or out of the workplace.

Act One: Why RADA? Why actors? A brief history of RADA's work with non-actors.

Act Two: How you look - body language, posture, use of space, entrances and exits; How you sound - centring the breath, voice, speech, articulation, and words; How to pace yourself.

Act Three: Your turn - easy un-embarrassing exercises to find out for yourself what it feels like.

Finale: The rest is silence - effective use of pause and silence....

Questions?

Alison Skilbeck is an actor, director, teacher, and trainer. She has an Hons degree in Spanish and French from Oxford University where she first began to act, and she started her professional career by presenting a Spanish language programme on BBC Television. She has worked for RADA Enterprises since it began in 2000, bringing her experience of acting, directing and training actors to the wider world. She is a senior trainer in the field of Personal Development & Communication working with people from many different walks of life: top civil servants, local government members and officers, social workers, business executives at all levels and members of leading professional bodies.

B2. We are Not Alone: What do ESP Specialisms Have in Common?

Keith Harding (Oxford University Press)

It might be thought that, by definition, specialisms in ESP will not have much in common with each other. For example, what could a doctor, a plumber, a motor mechanic, and a meteorologist have in common when it comes to language needs? In this talk we will try to define the common areas shared by these and other specialisms. We will look at ways in which material can be motivating and focused for the ESP learner at the same time as supporting the teacher, and show how it is possible to design generic frameworks, exercises and activities for ESP programmes whilst remaining aware of the very specific needs of each particular course. The talk will focus mainly on the needs of vocational ESP learners and will be illustrated with examples from *Oxford English for Careers*.

Keith Harding is a freelance ELT writer, trainer, and consultant based in London. He has worked as a teacher, teacher trainer, Director of Studies, and Principal in the UK and the USA. He is the co-author of the new editions of both the Intermediate and Upper Intermediate levels of *International Express*, and has written a number of *English for Tourism* titles, (*High Season*, *Going International*, and *Oxford English for Careers: Tourism 1, 2, and 3*). He is particularly interested in ESP and *English for Business*, and has written the *Oxford Resource Book for Teachers: English for Specific Purposes*. Keith is also a British Council Accreditation inspector, and a registered London Blue Badge tourist guide.

B3. Benchmarking English Language Skills

Lee Knapp (Cambridge ESOL)

The global economy is demanding English language skills to do business across borders successfully. This presentation will look at the Cambridge ESOL benchmarking toolkit, and its use in projects which Cambridge ESOL is involved in around the world to assist organisations to set performance standards for the language skills of employees in their specific roles. Examples will be provided of how organisations can benchmark language skills to assist in recruitment, promotion and training decisions, also demonstrating the valuable resource which the toolkit can provide in designing training and development programmes.

Lee Knapp is Development Manager UK for Cambridge ESOL. With an MA in Applied Linguistics, Lee's involvement in language teaching dates back to the early 1970's, and his career has taken in Germany, the Gulf States and the UK. He has undertaken developmental roles in several organisations, including senior marketing positions in Further Education and the private sector. Lee is the co-author of *"Write for Business"* (published by Longman in 1987) and is a Member of the Chartered Institute of Marketing. He represents the Federation of Awarding Bodies on the National ESOL Forum.

14.55 – 15.45: Elective sessions C

C1. Business English Speaking Skills

Graham Workman

This session will provide practical ideas and materials to help Business English learners talk about their work and discuss a range of related business topics at a preliminary level. Different types of tasks and activities will be used to help learners structure what they say as well as supply them with the vocabulary and expressions they need at this level. The materials will also be particularly suitable for those preparing for the Cambridge BEC speaking test.

Graham Workman is a freelance Teacher Trainer and materials writer. He designs and runs training courses for teachers of Business English. He has written Concept Questions and –Time Lines, Popular Films for Language Use (1,2,3), and Popular Films for Business English 1, and TPR for Primary English, all published by Gem Publishing.

C2. Fitting in and Working Together: Teaching Diversity in Business English

Barry Tomalin

Business throughout Europe is coping with an unprecedented influx of foreign workers. More and more companies are dealing with the pressure of an international workforce and facing the problem of how to integrate staff with different cultural expectations and behaviours. This is an issue not just of integration but of teambuilding and management skills. This workshop offers teachers activities they can use to help students become aware of and work with staff from other countries, using a major new project 'English in the International Workplace'. This project, entitled 'Diverse Europe at Work' and funded under the Leonardo da Vinci Programme, comprises a sixteen unit DVD and a support training package focusing on problems encountered by different nationalities when integrating into a new country. The project can be accessed at www.dew-net.eu or www.icc-languages.eu. Using the DVD, the workshop demonstrates the five step programme for raising cultural awareness, shows how to compare communication styles and uses video and pictures to develop critical awareness of different cultural behaviour. It also offers a one-hour lesson plan for raising cultural awareness and developing language and cultural skills in business.

Barry Tomalin is Director of Cultural Training at International House, London and writer on the 'Diverse Europe at Work' project. He is also Director of the Business Cultural Trainers Certificate, which trains teachers to work as cultural consultants in the business field and runs the International Certificate in Diversity Training. Among his publications are 'Cultural Awareness' (OUP 1994) and Film (OUP 2001) both co-written with Susan Stempleski and 'The World's Business Cultures and How to Unlock Them' (Thorogood Publishing 2007) and 'Diverse Europe at Work' (2009). Barry presented at the BEUK conference last year and is a well-known and popular presenter at IATEFL, TESOL and other international conferences.

C3. So Far, So Good: creating distance learning programmes with commercial software

Byron Russell (Macmillan English Campus)

Once the delivery of distance learning programmes was a very expensive option, with video conferencing packages being beyond the means of most language schools, let alone freelancers. Yet distance learning is increasingly in demand as hard-pressed managers find it harder to free up time to actually attend classroom lessons. The spread of broadband, and the rise of highly effective learning platforms and low-cost conferencing tools, now means that the delivery of effective DL programmes is within every teacher's reach. The presentation looks briefly at the various types of conferencing software available and shows how – by bundling tools such as Skype with commercial blended learning platforms such as Macmillan English Campus – it is now possible to create complete distance learning programmes, incorporating full video, audio and whiteboard tools, at very low cost and with minimal technical expertise.

Byron Russell is well known as a conference speaker and has been involved in the ELT industry for twenty years as a teacher, teacher-trainer and publisher. For the past decade he has worked on the development of a number of leading digital programmes including Macmillan English Campus. He is also a director of Pete Sharma Associates, which specialises in hands-on IT training for ELT professionals.

16.10 – 17.00: Closing Plenary

New Technology and Business English

Pete Sharma (Macmillan Education)

This session will be a critical analysis of the impact of new technology on the field of business English, providing a comprehensive overview of how technology has affected areas within the business English profession:

- Testing – for example adaptive CD-ROMs and on-line tests
- Needs analysis – such as tagging (English 360)
- Language skills – including listening (podcasts/vodcasts) and speaking (presentation tools and websites such as TED.com)
- Vocabulary – for example English UK Campus and M-learning
- Materials – the range of digital material for business English, including creating materials, and the delivery of business English materials through learning platforms

Pete will conclude this closing plenary by outlining ten key 'things to know' about Learning technologies in order to keep abreast with the profession.

*Pete Sharma is a Director of Pete Sharma Associates Ltd, which runs workshops in educational technology: www.psa.eu.com He is currently working as a lecturer at Oxford Brookes University and is on the committee of the IATEFL Learning Technologies SIG. Pete writes extensively on technology in language teaching, and is co-author of *The Internet and Business English* (2003 Summertown Publishing), and *Blended Learning* (2007 Macmillan). He has written multimedia content for Macmillan's in company CD-ROMs and *The Business Advanced DVD-ROM*, and his regular business English e-lesson has thousands of subscribers worldwide. Pete blogs and tweets regularly on technology at: www.te4be.com*



UNIVERSITY of CAMBRIDGE
ESOL Examinations

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Professional English language qualifications

BULATS

Business Language Testing Service

BEC

Business English Certificates

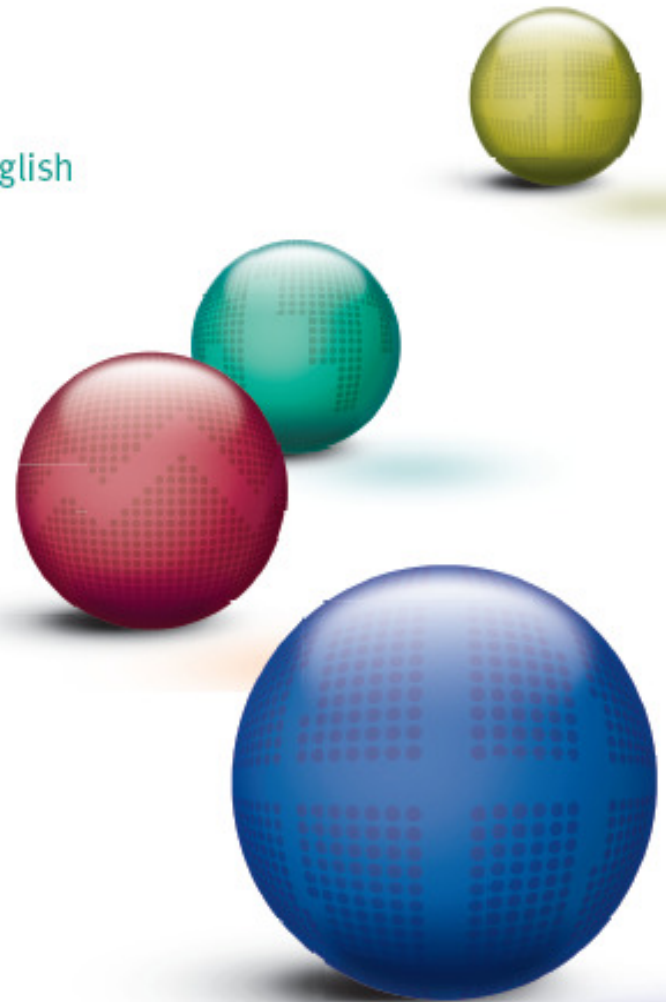
ICFE

International Certificate in Financial English

ILEC

International Legal English Certificate

The key to
better business
communication



www.CambridgeESOL.org/worldofwork



The English UK Business English Trainers' Conference 2010

In association with Business English UK

International House, London

Saturday 8th May 2010

Programme

Supported by:



UNIVERSITY of CAMBRIDGE
ESOL Examinations

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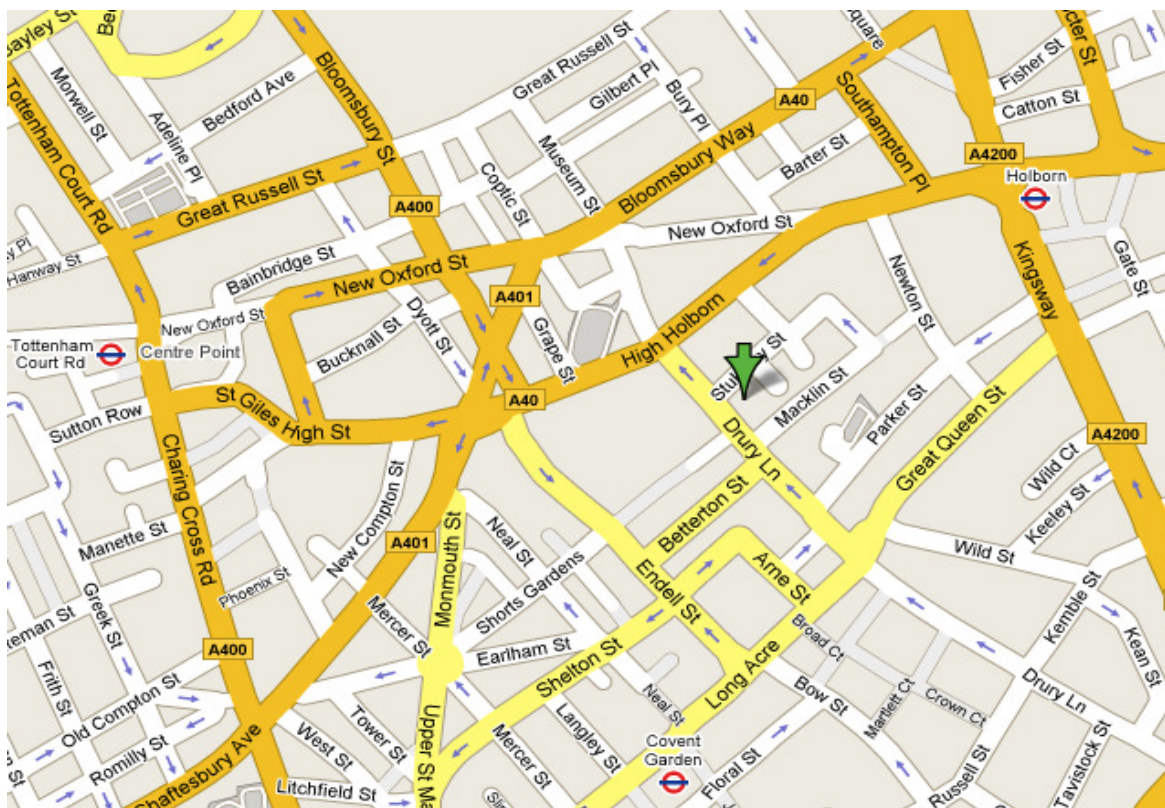
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A3. International English: An Alternative Model

Chia Suan Chong

A lot has been said on the subject of ELF (English as a Lingua Franca), from Kachru's model of concentric circles to Vienna University's research on Learner Spoken Corpus, gradually pushing English teachers towards the view that as long as communication between non-native speakers is achieved, traditional views on accuracy should not carry much weight. After all, communication is the purpose of language. But what does 'communication' mean and how does this translate into our teaching? Do we skip the chapter on articles, not bother with the 'schwa', and not correct students who say, 'I want that you go' because learning to speak like a native speaker is 'unnecessary, unrealistic' and 'harmful'? What do our business clients want? Is there a form of standard English which meets the requirements of international communication for business which can be regarded as a bench-mark for English language syllabuses? In this talk, I hope to address the above questions and challenge all that has been said in support of ELF.

Chia Suan Chong is a graduate in Communication Studies and has been teaching English as a foreign language at all levels since 2002, including varied experience in Cambridge Exam Classes, Business English, English for Specific and Academic Purposes. Having gained her UCLES DELTA and her LCCI Certificate in Teaching English for Business, she spoke at the 2008 BEUK conference about Dogme and coursebook-free classrooms and subsequently expanded on the topic at several schools, including International House Cordoba. She is currently doing her Masters in Applied Linguistics. She speaks English and Mandarin as her first language, Japanese, Italian and Spanish as her second.

14.00 – 14.50: Elective sessions B

B1. Getting in on the Act

Alison Skilbeck (RADA Enterprises)

Alison Skilbeck from RADA Enterprises shows how to use the skills of the trained actor in communicating with individuals, groups, and crowds - in or out of the workplace.

Act One: Why RADA? Why actors? A brief history of RADA's work with non-actors.

Act Two: How you look - body language, posture, use of space, entrances and exits; How you sound - centring the breath, voice, speech, articulation, and words; How to pace yourself.

Act Three: Your turn - easy un-embarrassing exercises to find out for yourself what it feels like.

Finale: The rest is silence - effective use of pause and silence....

Questions?

***Alison Skilbeck** is an actor, director, teacher, and trainer. She has an Hons degree in Spanish and French from Oxford University where she first began to act, and she started her professional career by presenting a Spanish language programme on BBC Television. She has worked for RADA Enterprises since it began in 2000, bringing her experience of acting, directing and training actors to the wider world. She is a senior trainer in the field of Personal Development & Communication working with people from many different walks of life: top civil servants, local government members and officers, social workers, business executives at all levels and members of leading professional bodies.*

B2. We are Not Alone: What do ESP Specialisms Have in Common?

Keith Harding (Oxford University Press)

It might be thought that, by definition, specialisms in ESP will not have much in common with each other. For example, what could a doctor, a plumber, a motor mechanic, and a meteorologist have in common when it comes to language needs? In this talk we will try to define the common areas shared by these and other specialisms. We will look at ways in which material can be motivating and focused for the ESP learner at the same time as supporting the teacher, and show how it is possible to design generic frameworks, exercises and activities for ESP programmes whilst remaining aware of the very specific needs of each particular course. The talk will focus mainly on the needs of vocational ESP learners and will be illustrated with examples from *Oxford English for Careers*.

***Keith Harding** is a freelance ELT writer, trainer, and consultant based in London. He has worked as a teacher, teacher trainer, Director of Studies, and Principal in the UK and the USA. He is the co-author of the new editions of both the Intermediate and Upper Intermediate levels of International Express, and has written a number of English for Tourism titles, (High Season, Going International, and Oxford English for Careers: Tourism 1, 2, and 3). He is particularly interested in ESP and English for Business, and has written the Oxford Resource Book for Teachers: English for Specific Purposes. Keith is also a British Council Accreditation inspector, and a registered London Blue Badge tourist guide.*

B3. Benchmarking English Language Skills

Lee Knapp (Cambridge ESOL)

The global economy is demanding English language skills to do business across borders successfully. This presentation will look at the Cambridge ESOL benchmarking toolkit, and its use in projects which Cambridge ESOL is involved in around the world to assist organisations to set performance standards for the language skills of employees in their specific roles. Examples will be provided of how organisations can benchmark language skills to assist in recruitment, promotion and training decisions, also demonstrating the valuable resource which the toolkit can provide in designing training and development programmes.

***Lee Knapp** is Development Manager UK for Cambridge ESOL. With an MA in Applied Linguistics, Lee's involvement in language teaching dates back to the early 1970's, and his career has taken in Germany, the Gulf States and the UK. He has undertaken developmental roles in several organisations, including senior marketing positions in Further Education and the private sector. Lee is the co-author of "Write for Business" (published by Longman in 1987) and is a Member of the Chartered Institute of Marketing. He represents the Federation of Awarding Bodies on the National ESOL Forum.*

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C1. Business English Speaking Skills

Graham Workman

This session will provide practical ideas and materials to help Business English learners talk about their work and discuss a range of related business topics at a preliminary level. Different types of tasks and activities will be used to help learners structure what they say as well as supply them with the vocabulary and expressions they need at this level. The materials will also be particularly suitable for those preparing for the Cambridge BEC speaking test.

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C2. Fitting in and Working Together: Teaching Diversity in Business English

Barry Tomalin

Business throughout Europe is coping with an unprecedented influx of foreign workers. More and more companies are dealing with the pressure of an international workforce and facing the problem of how to integrate staff with different cultural expectations and behaviours. This is an issue not just of integration but of teambuilding and management skills. This workshop offers teachers activities they can use to help students become aware of and work with staff from other countries, using a major new project 'English in the International Workplace'. This project, entitled 'Diverse Europe at Work' and funded under the Leonardo da Vinci Programme, comprises a sixteen unit DVD and a support training package focusing on problems encountered by different nationalities when integrating into a new country. The project can be accessed at www.dew-net.eu or www.icc-languages.eu. Using the DVD, the workshop demonstrates the five step programme for raising cultural awareness, shows how to compare communication styles and uses video and pictures to develop critical awareness of different cultural behaviour. It also offers a one-hour lesson plan for raising cultural awareness and developing language and cultural skills in business.

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C3. So Far, So Good: creating distance learning programmes with commercial software

Byron Russell (Macmillan English Campus)

Once the delivery of distance learning programmes was a very expensive option, with video conferencing packages being beyond the means of most language schools, let alone freelancers. Yet distance learning is increasingly in demand as hard-pressed managers find it harder to free up time to actually attend classroom lessons. The spread of broadband, and the rise of highly effective learning platforms and low-cost conferencing tools, now means that the delivery of effective DL programmes is within every teacher's reach. The presentation looks briefly at the various types of conferencing software available and shows how – by bundling tools such as Skype with commercial blended learning platforms such as Macmillan English Campus – it is now possible to create complete distance learning programmes, incorporating full video, audio and whiteboard tools, at very low cost and with minimal technical expertise.

Byron Russell is well known as a conference speaker and has been involved in the ELT industry for twenty years as a teacher, teacher-trainer and publisher. For the past decade he has worked on the development of a number of leading digital programmes including Macmillan English Campus. He is also a director of Pete Sharma Associates, which specialises in hands-on IT training for ELT professionals.

16.10 – 17.00: Closing Plenary

New Technology and Business English

Pete Sharma (Macmillan Education)

This session will be a critical analysis of the impact of new technology on the field of business English, providing a comprehensive overview of how technology has affected areas within the business English profession:

- Testing – for example adaptive CD-ROMs and on-line tests
- Needs analysis – such as tagging (English 360)
- Language skills – including listening (podcasts/vodcasts) and speaking (presentation tools and websites such as TED.com)
- Vocabulary – for example English UK Campus and M-learning
- Materials – the range of digital material for business English, including creating materials, and the delivery of business English materials through learning platforms

Pete will conclude this closing plenary by outlining ten key 'things to know' about Learning technologies in order to keep abreast with the profession.

*Pete Sharma is a Director of Pete Sharma Associates Ltd, which runs workshops in educational technology: www.psa.eu.com He is currently working as a lecturer at Oxford Brookes University and is on the committee of the IATEFL Learning Technologies SIG. Pete writes extensively on technology in language teaching, and is co-author of *The Internet and Business English* (2003 Summertown Publishing), and *Blended Learning* (2007 Macmillan). He has written multimedia content for Macmillan's in company CD-ROMs and *The Business Advanced DVD-ROM*, and his regular business English e-lesson has thousands of subscribers worldwide. Pete blogs and tweets regularly on technology at: www.te4be.com*



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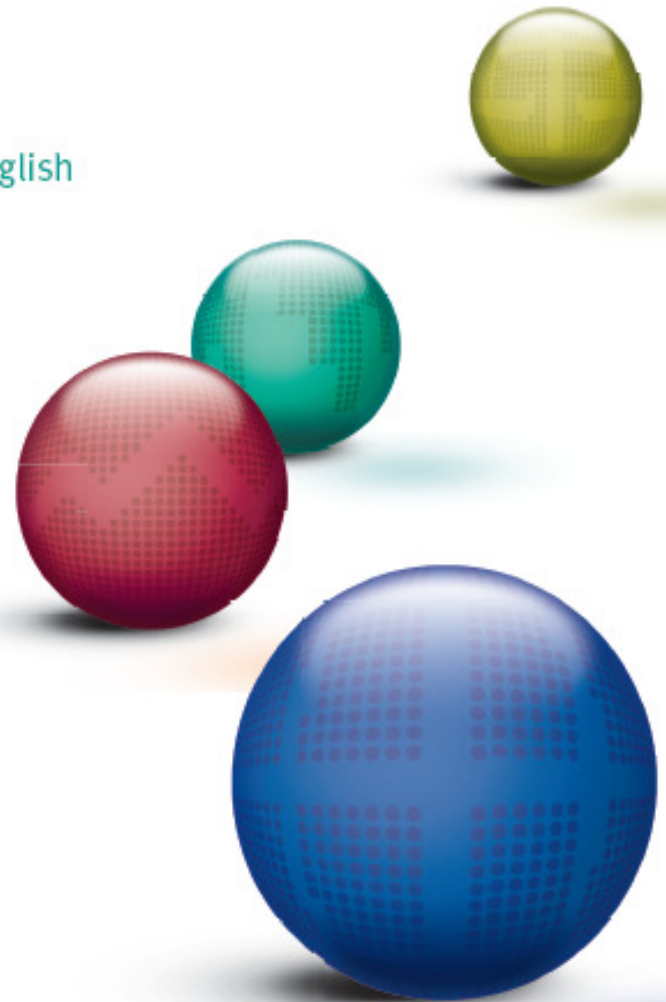
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The English UK Business English Trainers' Conference 2010

In association with Business English UK

International House, London

Saturday 8th May 2010

Programme

Supported by:



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Venue & Location

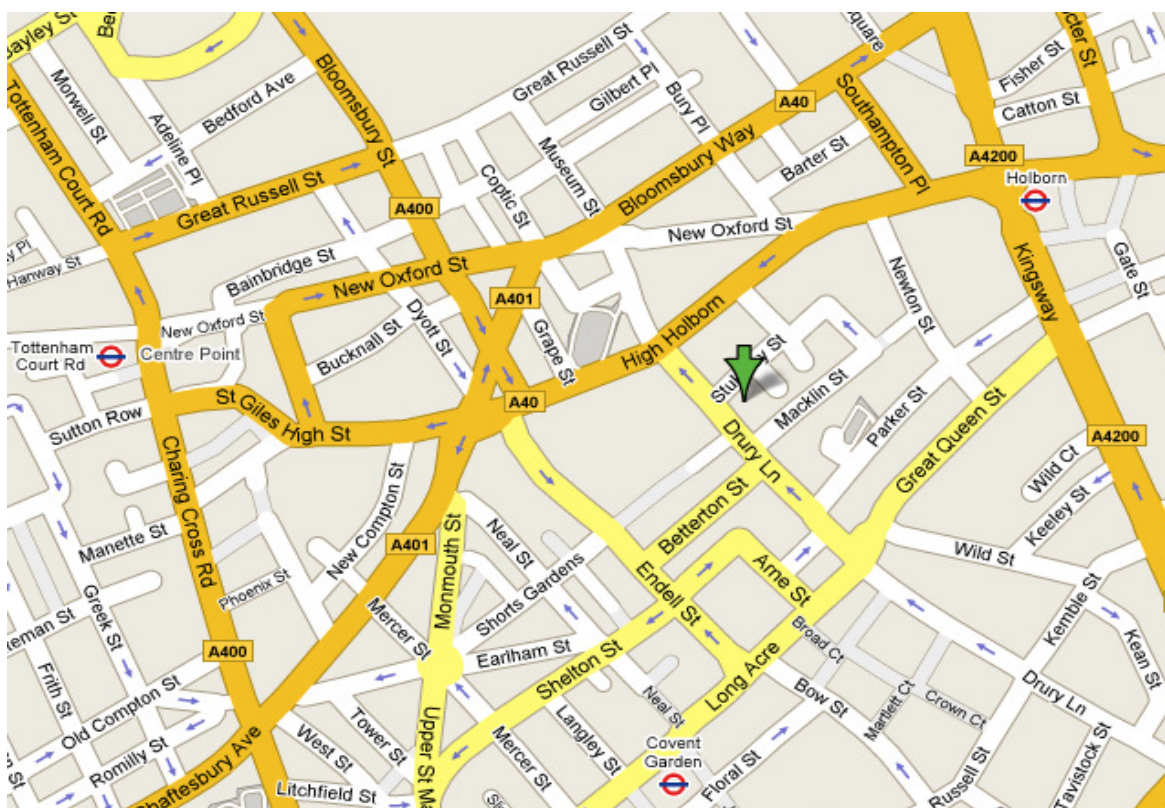
The event will be held at International House's spacious and modern premises near Covent Garden, central London. This venue is within walking distance of four tube stations: Tottenham Court Road (Northern Line and Central Line), Covent Garden (Piccadilly Line), Leicester Square (Northern Line and Piccadilly Line) and the nearest, Holborn Station (Central Line and Piccadilly Line). The nearest overland train station is Charing Cross.

Conference Venue Address:

International House, London, 16 Stukeley Street, WC2B 5LQ

Tel: 0207 611 2400

www.ihlondon.com



The Conference

English UK is proud to be hosting the third annual conference for business English training professionals in association with Business English UK, an English UK special interest group. There has been a significant growth in professional English and this event has proved instrumental in providing quality professional support for this sector. This year's conference will focus on a range of issues connected with professional English course delivery and is designed for academic managers and teachers who either specialise in or have some involvement in: staff training, skills development, business English exams and course management and delivery.

The Programme

The conference is headlined by Ian Badger and Pete Sharma with elective sessions by leading industry practitioners including, Adrian Pilbeam, Bob Dignen, Barry Tomalin, and Keith Harding. Sessions focus directly on issues relating to the business English sector such as cultural aspects of teaching business English, resources and technology, business communication and interaction, and course design. Delegates will be able to utilise the first class facilities at International House and a buffet lunch, refreshments and an ELT exhibition are all included. This national conference also provides an ideal opportunity for networking and sharing experiences with colleagues and is sure to be an enjoyable and productive event.

Business English UK

The Conference is run in association with BusinessEnglishUK, a special interest group of English UK. It is formed by a group of accredited centres who are passionate about teaching English for business. BusinessEnglishUK is the voice of the professional and business English training industry and is committed to providing professional support for business English trainers. The organisation is open to all high quality accredited training institutions that share this passion and who specialise in providing English courses for professional people. For further details please go to the BEUK website: www.businessenglishuk.org.uk

Cambridge ESOL

The English UK Business English Trainers' Conference is supported by Cambridge ESOL. Cambridge ESOL offer the world's leading range of certificates for learners and teachers of English – taken by over 3 million people in over 130 countries. They help people improve their job prospects through a suite of professional English qualifications specially designed for the world of work including: Business English Certificates (BEC), Business Language Testing Service (BULATS), ESOL for Work (UK only), International Legal English Certificate (ILEC), and the International Certificate in Financial English (ICFE). **Take advantage of the business opportunity to add summer exams to your programmes!** For further details please go to: www.cambridgeesol.org or contact Rebecca Folley at Folley.R@CambridgeESOL.org

Exhibitors

Exhibitors from a range of ELT-related businesses and service providers will be present – including: Cambridge ESOL, Pearson Longman, Trinity College London, Oxford University Press, Macmillan Education, Macmillan English Campus, and Heinle Cengage.

English UK Business English Trainers' Conference 2010 Programme

	09:30-10:30	Registration and Coffee/Tea <i>Exhibition Hall</i>		
Welcome	10:30-10:40	<p>Sue Johns (Chair of Business English UK)</p> <p>Henry Tolley Developments from Cambridge ESOL</p> <p>Welcome to the Conference</p>		
PLENARY	10:40-11:30	<p>Opening Plenary</p> <p>Ian Badger Business English in a New Decade: new challenges and opportunities</p>		
	11:40-12:10	Refreshment Break <i>Exhibition Hall</i>		
Elective A	12:10-13:00	<p><i>Elective A1</i></p> <p>Adrian Pilbeam (Pearson Longman) Understanding the Role of Culture in International Business</p>	<p><i>Elective A2</i></p> <p>Bob Dignen (Heinle Cengage) 10 things Not to do When Presenting Internationally</p>	<p><i>Elective A3</i></p> <p>Chia Suan Chong International English: An Alternative Model</p>
	13:00-14:00	Finger Buffet Lunch <i>Exhibition Hall</i>		
Elective B	14:00-14:50	<p><i>Elective B1</i></p> <p>Alison Skilbeck (RADA Enterprises) Getting in on the Act</p>	<p><i>Elective B2</i></p> <p>Keith Harding (Oxford University Press) We are Not Alone: What do ESP Specialisms Have in Common?</p>	<p><i>Elective B3</i></p> <p>Lee Knapp (Cambridge ESOL) Benchmarking English Language Skills</p>
Elective C	14:55-15:45	<p><i>Elective C1</i></p> <p>Graham Workman Business English Speaking Skills</p>	<p><i>Elective C2</i></p> <p>Barry Tomalin Fitting in and Working Together: Teaching Diversity in Business English</p>	<p><i>Elective C3</i></p> <p>Byron Russell (Macmillan English Campus) So Far, So Good: creating distance learning programmes with commercial software</p>
	15:45-16.10	Refreshment Break <i>Exhibition Hall</i>		
PLENARY	16:10-17:00	<p>Closing Plenary</p> <p>Pete Sharma (Macmillan Education) New Technology and Business English</p>		



Sessions and Speakers

10.40 – 11.30: Opening Plenary

Business English in a New Decade: new challenges and opportunities

Ian Badger

In this plenary session Ian Badger will identify challenges and opportunities faced by business English trainers in the business world of 2010. Some key features of this world include:

- Assumption by many employers that new employees have a good level of core business/technical English
- Employees need to communicate using a widening range of communication channels
- English used as the lingua franca in global teams and projects (often without any native speaker participation)
- English needed at all levels of organisations
- Budgets often only available for 'business critical' language training

Ian will refer to his experience as a business English trainer, consultant, and textbook writer – from early days spent running business English courses in adult education in Finland and working as a Director of Studies at a UK language school to current work-specific training programmes for major international companies worldwide. These companies range from those in industries where he is considered an 'expert' (paper, energy, forestry) to others where he is less familiar with company-specific language and culture – most recently in the semiconductor and insurance businesses.

Ian Badger is a partner in Business and Medical English Services (www.bmes.co.uk). He is based in Bristol, UK but travels widely as a consultant and trainer for international companies working with native and non-native speakers to improve communications. Current special interests involve supporting change management projects, helping international teams to work effectively in English and producing dedicated training packages for companies as they introduce global IT applications. Ian is co-author of the four-level series, 'English for Business Life' (Heinle ELT, Cengage Learning) which is used as a core business English course worldwide and editor/author of the self study/supplementary series 'English for Work' which includes 'Everyday Business English', 'Everyday Business Writing' and 'Everyday Technical English' (Pearson Longman).



12.10 – 13.00: Elective sessions A

A1. Understanding the Role of Culture in International Business

Adrian Pilbeam (Pearson Longman)

Intercultural communication is a 'hot' topic in business English but is not treated in depth in most published material. In this interactive talk, Adrian will show how 'Working across cultures', a new specialist title in the Market Leader series, fills this gap. Drawing on authentic extracts from The Financial Times and other business publications, 'Working across cultures' provides business English learners with real examples of the role of culture in business. The material stimulates discussion about topics such as working in international teams, going on international assignments, doing business in different countries and why international mergers often fail to deliver what they promise. Learners also have the opportunity to reflect on their own culture, consider the power of cultural stereotypes, take part in role plays and simulations and give their opinions about a range of real business cases. In the talk Adrian will demonstrate some of the exercises and activities in the book, and show how creative and interactive sessions can be developed from text based input. The session will be of particular interest to teachers working with both students in higher education (business schools, faculties of management) and those working with business and professional people.

***Adrian Pilbeam** is the founder and director of LTS Training and Consulting in Bath, UK. He has worked for over 25 years in the fields of English language, communication and intercultural training for corporate and institutional clients throughout Europe and in many other parts of the world. Adrian has written and co-written more than 12 books in the business English field, including most recently Working Across Cultures and Logistics Management, two of the newly published Market Leader Specialist Titles (Pearson Education), as well as numerous articles. In 2005, he developed and launched Developing intercultural training skills, a trainer training course for trainers from different backgrounds who are interested in developing their knowledge and skills as intercultural trainers.*

A2. 10 things Not to do When Presenting Internationally

Bob Dignen (Heinle Cengage)

Bob Dignen's approach to presentation skills integrates insights from his intercultural training, abandoning the traditional business ELT focus on learning 'useful' phrases to a more strategic and contextual approach to communicating with international audiences. The presentation will introduce this new approach via Bob's somewhat provocative and perhaps counterintuitive list of 'not to dos' - 10 things to avoid when presenting internationally:

1. Don't plan
2. Don't state objectives clearly
3. Don't try to convince people
4. Don't answer questions
5. Don't be natural
6. Don't keep it short and simple
7. Don't explain with facts
8. Don't ask for feedback
9. Don't use 'presentation phrases'
10. Don't forget to sell yourself

Can this really be the basis of a new approach?

Bob Dignen is a director of York Associates, specialists in language, communication and intercultural training. He delivers a range of programmes in international skills (effective international presentations, meetings and negotiating) as well as running a variety of intercultural skills and international team programmes. He is the author *50 Ways to improve your Presentation Skills* and *50 Ways to improve your Intercultural Skills* by Summertown Publishing.

A3. International English: An Alternative Model

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A lot has been said on the subject of ELF (English as a Lingua Franca), from Kachru's model of concentric circles to Vienna University's research on Learner Spoken Corpus, gradually pushing English teachers towards the view that as long as communication between non-native speakers is achieved, traditional views on accuracy should not carry much weight. After all, communication is the purpose of language. But what does 'communication' mean and how does this translate into our teaching? Do we skip the chapter on articles, not bother with the 'schwa', and not correct students who say, 'I want that you go' because learning to speak like a native speaker is 'unnecessary, unrealistic' and 'harmful'? What do our business clients want? Is there a form of standard English which meets the requirements of international communication for business which can be regarded as a bench-mark for English language syllabuses? In this talk, I hope to address the above questions and challenge all that has been said in support of ELF.

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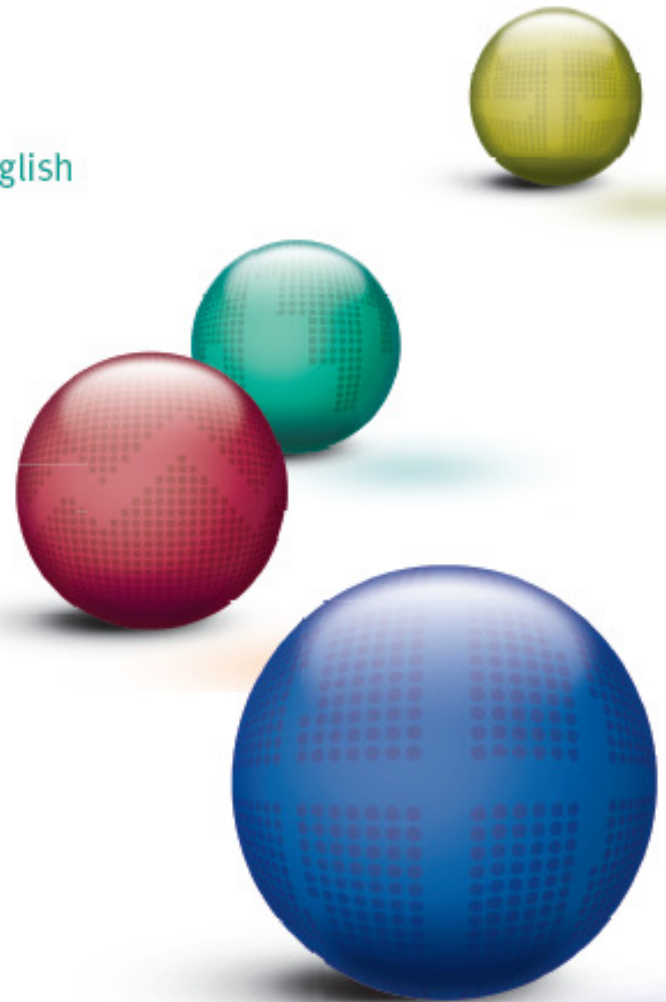
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Venue & Location

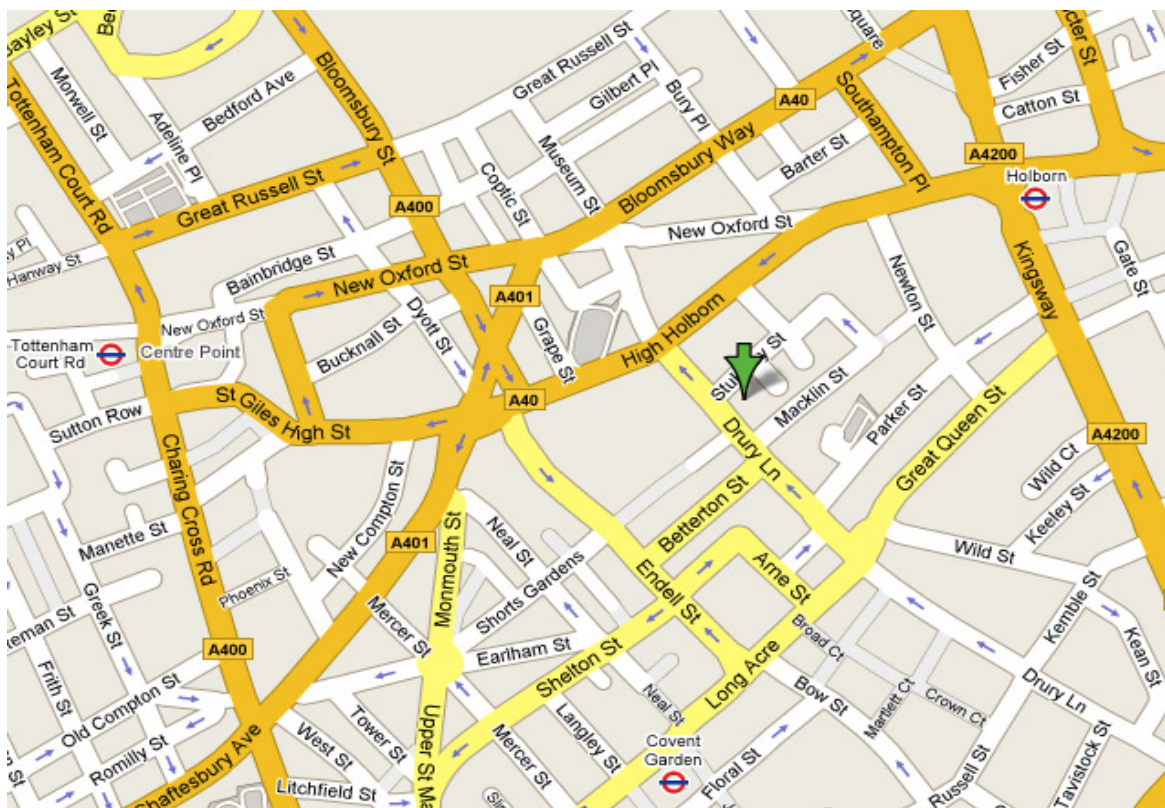
The event will be held at International House's spacious and modern premises near Covent Garden, central London. This venue is within walking distance of four tube stations: Tottenham Court Road (Northern Line and Central Line), Covent Garden (Piccadilly Line), Leicester Square (Northern Line and Piccadilly Line) and the nearest, Holborn Station (Central Line and Piccadilly Line). The nearest overland train station is Charing Cross.

Conference Venue Address:

International House, London, 16 Stukeley Street, WC2B 5LQ

Tel: 0207 611 2400

www.ihlondon.com



The Conference

English UK is proud to be hosting the third annual conference for business English training professionals in association with Business English UK, an English UK special interest group. There has been a significant growth in professional English and this event has proved instrumental in providing quality professional support for this sector. This year's conference will focus on a range of issues connected with professional English course delivery and is designed for academic managers and teachers who either specialise in or have some involvement in: staff training, skills development, business English exams and course management and delivery.

The Programme

The conference is headlined by Ian Badger and Pete Sharma with elective sessions by leading industry practitioners including, Adrian Pilbeam, Bob Dignen, Barry Tomalin, and Keith Harding. Sessions focus directly on issues relating to the business English sector such as cultural aspects of teaching business English, resources and technology, business communication and interaction, and course design. Delegates will be able to utilise the first class facilities at International House and a buffet lunch, refreshments and an ELT exhibition are all included. This national conference also provides an ideal opportunity for networking and sharing experiences with colleagues and is sure to be an enjoyable and productive event.

Business English UK

The Conference is run in association with BusinessEnglishUK, a special interest group of English UK. It is formed by a group of accredited centres who are passionate about teaching English for business. BusinessEnglishUK is the voice of the professional and business English training industry and is committed to providing professional support for business English trainers. The organisation is open to all high quality accredited training institutions that share this passion and who specialise in providing English courses for professional people. For further details please go to the BEUK website: www.businessenglishuk.org.uk

Cambridge ESOL

The English UK Business English Trainers' Conference is supported by Cambridge ESOL. Cambridge ESOL offer the world's leading range of certificates for learners and teachers of English – taken by over 3 million people in over 130 countries. They help people improve their job prospects through a suite of professional English qualifications specially designed for the world of work including: Business English Certificates (BEC), Business Language Testing Service (BULATS), ESOL for Work (UK only), International Legal English Certificate (ILEC), and the International Certificate in Financial English (ICFE). **Take advantage of the business opportunity to add summer exams to your programmes!** For further details please go to: www.cambridgeesol.org or contact Rebecca Folley at Folley.R@CambridgeESOL.org

Exhibitors

Exhibitors from a range of ELT-related businesses and service providers will be present – including: Cambridge ESOL, Pearson Longman, Trinity College London, Oxford University Press, Macmillan Education, Macmillan English Campus, and Heinle Cengage.

English UK Business English Trainers' Conference 2010 Programme

	09:30-10:30	Registration and Coffee/Tea <i>Exhibition Hall</i>		
Welcome	10:30-10:40	<p>Sue Johns (Chair of Business English UK)</p> <p>Henry Tolley Developments from Cambridge ESOL</p> <p>Welcome to the Conference</p>		
PLENARY	10:40-11:30	<p>Opening Plenary</p> <p>Ian Badger Business English in a New Decade: new challenges and opportunities</p>		
	11:40-12:10	Refreshment Break <i>Exhibition Hall</i>		
Elective A	12:10-13:00	<p><i>Elective A1</i></p> <p>Adrian Pilbeam (Pearson Longman) Understanding the Role of Culture in International Business</p>	<p><i>Elective A2</i></p> <p>Bob Dignen (Heinle Cengage) 10 things Not to do When Presenting Internationally</p>	<p><i>Elective A3</i></p> <p>Chia Suan Chong International English: An Alternative Model</p>
	13:00-14:00	Finger Buffet Lunch <i>Exhibition Hall</i>		
Elective B	14:00-14:50	<p><i>Elective B1</i></p> <p>Alison Skilbeck (RADA Enterprises) Getting in on the Act</p>	<p><i>Elective B2</i></p> <p>Keith Harding (Oxford University Press) We are Not Alone: What do ESP Specialisms Have in Common?</p>	<p><i>Elective B3</i></p> <p>Lee Knapp (Cambridge ESOL) Benchmarking English Language Skills</p>
Elective C	14:55-15:45	<p><i>Elective C1</i></p> <p>Graham Workman Business English Speaking Skills</p>	<p><i>Elective C2</i></p> <p>Barry Tomalin Fitting in and Working Together: Teaching Diversity in Business English</p>	<p><i>Elective C3</i></p> <p>Byron Russell (Macmillan English Campus) So Far, So Good: creating distance learning programmes with commercial software</p>
	15:45-16.10	Refreshment Break <i>Exhibition Hall</i>		
PLENARY	16:10-17:00	<p>Closing Plenary</p> <p>Pete Sharma (Macmillan Education) New Technology and Business English</p>		



Sessions and Speakers

10.40 – 11.30: Opening Plenary

Business English in a New Decade: new challenges and opportunities

Ian Badger

In this plenary session Ian Badger will identify challenges and opportunities faced by business English trainers in the business world of 2010. Some key features of this world include:

- Assumption by many employers that new employees have a good level of core business/technical English
- Employees need to communicate using a widening range of communication channels
- English used as the lingua franca in global teams and projects (often without any native speaker participation)
- English needed at all levels of organisations
- Budgets often only available for 'business critical' language training

Ian will refer to his experience as a business English trainer, consultant, and textbook writer – from early days spent running business English courses in adult education in Finland and working as a Director of Studies at a UK language school to current work-specific training programmes for major international companies worldwide. These companies range from those in industries where he is considered an 'expert' (paper, energy, forestry) to others where he is less familiar with company-specific language and culture – most recently in the semiconductor and insurance businesses.

Ian Badger is a partner in Business and Medical English Services (www.bmes.co.uk). He is based in Bristol, UK but travels widely as a consultant and trainer for international companies working with native and non-native speakers to improve communications. Current special interests involve supporting change management projects, helping international teams to work effectively in English and producing dedicated training packages for companies as they introduce global IT applications. Ian is co-author of the four-level series, 'English for Business Life' (Heinle ELT, Cengage Learning) which is used as a core business English course worldwide and editor/author of the self study/supplementary series 'English for Work' which includes 'Everyday Business English', 'Everyday Business Writing' and 'Everyday Technical English' (Pearson Longman).



12.10 – 13.00: Elective sessions A

A1. Understanding the Role of Culture in International Business

Adrian Pilbeam (Pearson Longman)

Intercultural communication is a 'hot' topic in business English but is not treated in depth in most published material. In this interactive talk, Adrian will show how 'Working across cultures', a new specialist title in the Market Leader series, fills this gap. Drawing on authentic extracts from The Financial Times and other business publications, 'Working across cultures' provides business English learners with real examples of the role of culture in business. The material stimulates discussion about topics such as working in international teams, going on international assignments, doing business in different countries and why international mergers often fail to deliver what they promise. Learners also have the opportunity to reflect on their own culture, consider the power of cultural stereotypes, take part in role plays and simulations and give their opinions about a range of real business cases. In the talk Adrian will demonstrate some of the exercises and activities in the book, and show how creative and interactive sessions can be developed from text based input. The session will be of particular interest to teachers working with both students in higher education (business schools, faculties of management) and those working with business and professional people.

Adrian Pilbeam is the founder and director of LTS Training and Consulting in Bath, UK. He has worked for over 25 years in the fields of English language, communication and intercultural training for corporate and institutional clients throughout Europe and in many other parts of the world. Adrian has written and co-written more than 12 books in the business English field, including most recently Working Across Cultures and Logistics Management, two of the newly published Market Leader Specialist Titles (Pearson Education), as well as numerous articles. In 2005, he developed and launched Developing intercultural training skills, a trainer training course for trainers from different backgrounds who are interested in developing their knowledge and skills as intercultural trainers.

A2. 10 things Not to do When Presenting Internationally

Bob Dignen (Heinle Cengage)

Bob Dignen's approach to presentation skills integrates insights from his intercultural training, abandoning the traditional business ELT focus on learning 'useful' phrases to a more strategic and contextual approach to communicating with international audiences. The presentation will introduce this new approach via Bob's somewhat provocative and perhaps counterintuitive list of 'not to dos' - 10 things to avoid when presenting internationally:

1. Don't plan
2. Don't state objectives clearly
3. Don't try to convince people
4. Don't answer questions
5. Don't be natural
6. Don't keep it short and simple
7. Don't explain with facts
8. Don't ask for feedback
9. Don't use 'presentation phrases'
10. Don't forget to sell yourself

Can this really be the basis of a new approach?

Bob Dignen is a director of York Associates, specialists in language, communication and intercultural training. He delivers a range of programmes in international skills (effective international presentations, meetings and negotiating) as well as running a variety of intercultural skills and international team programmes. He is the author *50 Ways to improve your Presentation Skills* and *50 Ways to improve your Intercultural Skills* by Summertown Publishing.

A3. International English: An Alternative Model

Chia Suan Chong

A lot has been said on the subject of ELF (English as a Lingua Franca), from Kachru's model of concentric circles to Vienna University's research on Learner Spoken Corpus, gradually pushing English teachers towards the view that as long as communication between non-native speakers is achieved, traditional views on accuracy should not carry much weight. After all, communication is the purpose of language. But what does 'communication' mean and how does this translate into our teaching? Do we skip the chapter on articles, not bother with the 'schwa', and not correct students who say, 'I want that you go' because learning to speak like a native speaker is 'unnecessary, unrealistic' and 'harmful'? What do our business clients want? Is there a form of standard English which meets the requirements of international communication for business which can be regarded as a bench-mark for English language syllabuses? In this talk, I hope to address the above questions and challenge all that has been said in support of ELF.

Chia Suan Chong is a graduate in Communication Studies and has been teaching English as a foreign language at all levels since 2002, including varied experience in Cambridge Exam Classes, Business English, English for Specific and Academic Purposes. Having gained her UCLES DELTA and her LCCI Certificate in Teaching English for Business, she spoke at the 2008 BEUK conference about Dogme and coursebook-free classrooms and subsequently expanded on the topic at several schools, including International House Cordoba. She is currently doing her Masters in Applied Linguistics. She speaks English and Mandarin as her first language, Japanese, Italian and Spanish as her second.

14.00 – 14.50: Elective sessions B

B1. Getting in on the Act

Alison Skilbeck (RADA Enterprises)

Alison Skilbeck from RADA Enterprises shows how to use the skills of the trained actor in communicating with individuals, groups, and crowds - in or out of the workplace.

Act One: Why RADA? Why actors? A brief history of RADA's work with non-actors.

Act Two: How you look - body language, posture, use of space, entrances and exits; How you sound - centring the breath, voice, speech, articulation, and words; How to pace yourself.

Act Three: Your turn - easy un-embarrassing exercises to find out for yourself what it feels like.

Finale: The rest is silence - effective use of pause and silence....

Questions?

***Alison Skilbeck** is an actor, director, teacher, and trainer. She has an Hons degree in Spanish and French from Oxford University where she first began to act, and she started her professional career by presenting a Spanish language programme on BBC Television. She has worked for RADA Enterprises since it began in 2000, bringing her experience of acting, directing and training actors to the wider world. She is a senior trainer in the field of Personal Development & Communication working with people from many different walks of life: top civil servants, local government members and officers, social workers, business executives at all levels and members of leading professional bodies.*

B2. We are Not Alone: What do ESP Specialisms Have in Common?

Keith Harding (Oxford University Press)

It might be thought that, by definition, specialisms in ESP will not have much in common with each other. For example, what could a doctor, a plumber, a motor mechanic, and a meteorologist have in common when it comes to language needs? In this talk we will try to define the common areas shared by these and other specialisms. We will look at ways in which material can be motivating and focused for the ESP learner at the same time as supporting the teacher, and show how it is possible to design generic frameworks, exercises and activities for ESP programmes whilst remaining aware of the very specific needs of each particular course. The talk will focus mainly on the needs of vocational ESP learners and will be illustrated with examples from *Oxford English for Careers*.

***Keith Harding** is a freelance ELT writer, trainer, and consultant based in London. He has worked as a teacher, teacher trainer, Director of Studies, and Principal in the UK and the USA. He is the co-author of the new editions of both the Intermediate and Upper Intermediate levels of International Express, and has written a number of English for Tourism titles, (High Season, Going International, and Oxford English for Careers: Tourism 1, 2, and 3). He is particularly interested in ESP and English for Business, and has written the Oxford Resource Book for Teachers: English for Specific Purposes. Keith is also a British Council Accreditation inspector, and a registered London Blue Badge tourist guide.*

B3. Benchmarking English Language Skills

Lee Knapp (Cambridge ESOL)

The global economy is demanding English language skills to do business across borders successfully. This presentation will look at the Cambridge ESOL benchmarking toolkit, and its use in projects which Cambridge ESOL is involved in around the world to assist organisations to set performance standards for the language skills of employees in their specific roles. Examples will be provided of how organisations can benchmark language skills to assist in recruitment, promotion and training decisions, also demonstrating the valuable resource which the toolkit can provide in designing training and development programmes.

***Lee Knapp** is Development Manager UK for Cambridge ESOL. With an MA in Applied Linguistics, Lee's involvement in language teaching dates back to the early 1970's, and his career has taken in Germany, the Gulf States and the UK. He has undertaken developmental roles in several organisations, including senior marketing positions in Further Education and the private sector. Lee is the co-author of "Write for Business" (published by Longman in 1987) and is a Member of the Chartered Institute of Marketing. He represents the Federation of Awarding Bodies on the National ESOL Forum.*

14.55 – 15.45: Elective sessions C

C1. Business English Speaking Skills

Graham Workman

This session will provide practical ideas and materials to help Business English learners talk about their work and discuss a range of related business topics at a preliminary level. Different types of tasks and activities will be used to help learners structure what they say as well as supply them with the vocabulary and expressions they need at this level. The materials will also be particularly suitable for those preparing for the Cambridge BEC speaking test.

Graham Workman is a freelance Teacher Trainer and materials writer. He designs and runs training courses for teachers of Business English. He has written Concept Questions and –Time Lines, Popular Films for Language Use (1,2,3), and Popular Films for Business English 1, and TPR for Primary English, all published by Gem Publishing.

C2. Fitting in and Working Together: Teaching Diversity in Business English

Barry Tomalin

Business throughout Europe is coping with an unprecedented influx of foreign workers. More and more companies are dealing with the pressure of an international workforce and facing the problem of how to integrate staff with different cultural expectations and behaviours. This is an issue not just of integration but of teambuilding and management skills. This workshop offers teachers activities they can use to help students become aware of and work with staff from other countries, using a major new project 'English in the International Workplace'. This project, entitled 'Diverse Europe at Work' and funded under the Leonardo da Vinci Programme, comprises a sixteen unit DVD and a support training package focusing on problems encountered by different nationalities when integrating into a new country. The project can be accessed at www.dew-net.eu or www.icc-languages.eu. Using the DVD, the workshop demonstrates the five step programme for raising cultural awareness, shows how to compare communication styles and uses video and pictures to develop critical awareness of different cultural behaviour. It also offers a one-hour lesson plan for raising cultural awareness and developing language and cultural skills in business.

Barry Tomalin is Director of Cultural Training at International House, London and writer on the 'Diverse Europe at Work' project. He is also Director of the Business Cultural Trainers Certificate, which trains teachers to work as cultural consultants in the business field and runs the International Certificate in Diversity Training. Among his publications are 'Cultural Awareness' (OUP 1994) and Film (OUP 2001) both co-written with Susan Stempleski and 'The World's Business Cultures and How to Unlock Them' (Thorogood Publishing 2007) and 'Diverse Europe at Work' (2009). Barry presented at the BEUK conference last year and is a well-known and popular presenter at IATEFL, TESOL and other international conferences.

C3. So Far, So Good: creating distance learning programmes with commercial software

Byron Russell (Macmillan English Campus)

Once the delivery of distance learning programmes was a very expensive option, with video conferencing packages being beyond the means of most language schools, let alone freelancers. Yet distance learning is increasingly in demand as hard-pressed managers find it harder to free up time to actually attend classroom lessons. The spread of broadband, and the rise of highly effective learning platforms and low-cost conferencing tools, now means that the delivery of effective DL programmes is within every teacher's reach. The presentation looks briefly at the various types of conferencing software available and shows how – by bundling tools such as Skype with commercial blended learning platforms such as Macmillan English Campus – it is now possible to create complete distance learning programmes, incorporating full video, audio and whiteboard tools, at very low cost and with minimal technical expertise.

Byron Russell is well known as a conference speaker and has been involved in the ELT industry for twenty years as a teacher, teacher-trainer and publisher. For the past decade he has worked on the development of a number of leading digital programmes including Macmillan English Campus. He is also a director of Pete Sharma Associates, which specialises in hands-on IT training for ELT professionals.

16.10 – 17.00: Closing Plenary

New Technology and Business English

Pete Sharma (Macmillan Education)

This session will be a critical analysis of the impact of new technology on the field of business English, providing a comprehensive overview of how technology has affected areas within the business English profession:

- Testing – for example adaptive CD-ROMs and on-line tests
- Needs analysis – such as tagging (English 360)
- Language skills – including listening (podcasts/vodcasts) and speaking (presentation tools and websites such as TED.com)
- Vocabulary – for example English UK Campus and M-learning
- Materials – the range of digital material for business English, including creating materials, and the delivery of business English materials through learning platforms

Pete will conclude this closing plenary by outlining ten key 'things to know' about Learning technologies in order to keep abreast with the profession.

*Pete Sharma is a Director of Pete Sharma Associates Ltd, which runs workshops in educational technology: www.psa.eu.com He is currently working as a lecturer at Oxford Brookes University and is on the committee of the IATEFL Learning Technologies SIG. Pete writes extensively on technology in language teaching, and is co-author of *The Internet and Business English* (2003 Summertown Publishing), and *Blended Learning* (2007 Macmillan). He has written multimedia content for Macmillan's in company CD-ROMs and *The Business Advanced DVD-ROM*, and his regular business English e-lesson has thousands of subscribers worldwide. Pete blogs and tweets regularly on technology at: www.te4be.com*



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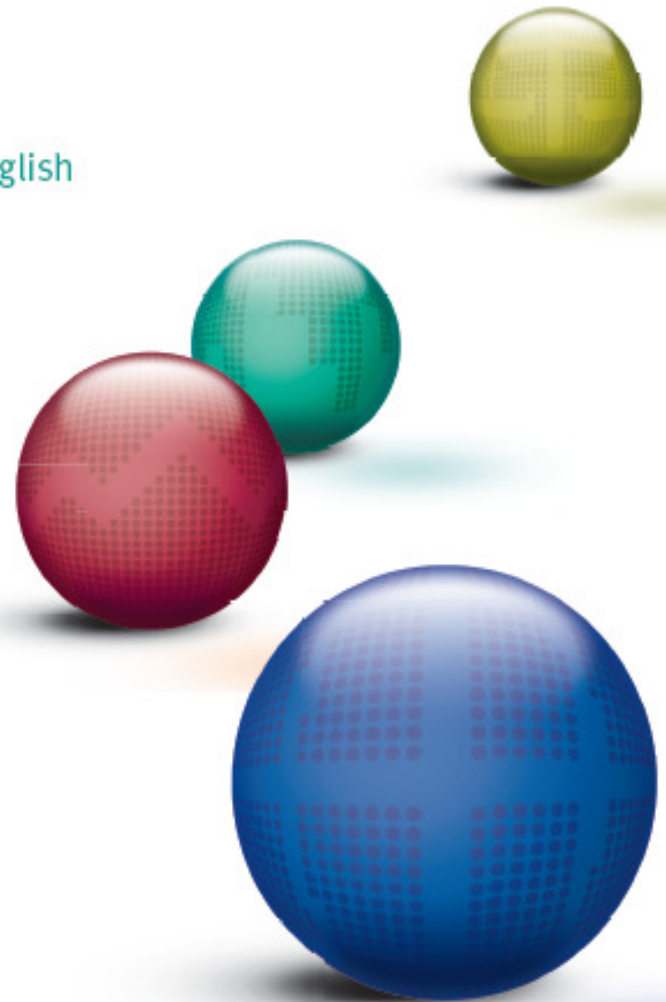
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The English UK Business English Trainers' Conference 2010

In association with Business English UK

International House, London

Saturday 8th May 2010

Programme

Supported by:



UNIVERSITY of CAMBRIDGE
ESOL Examinations

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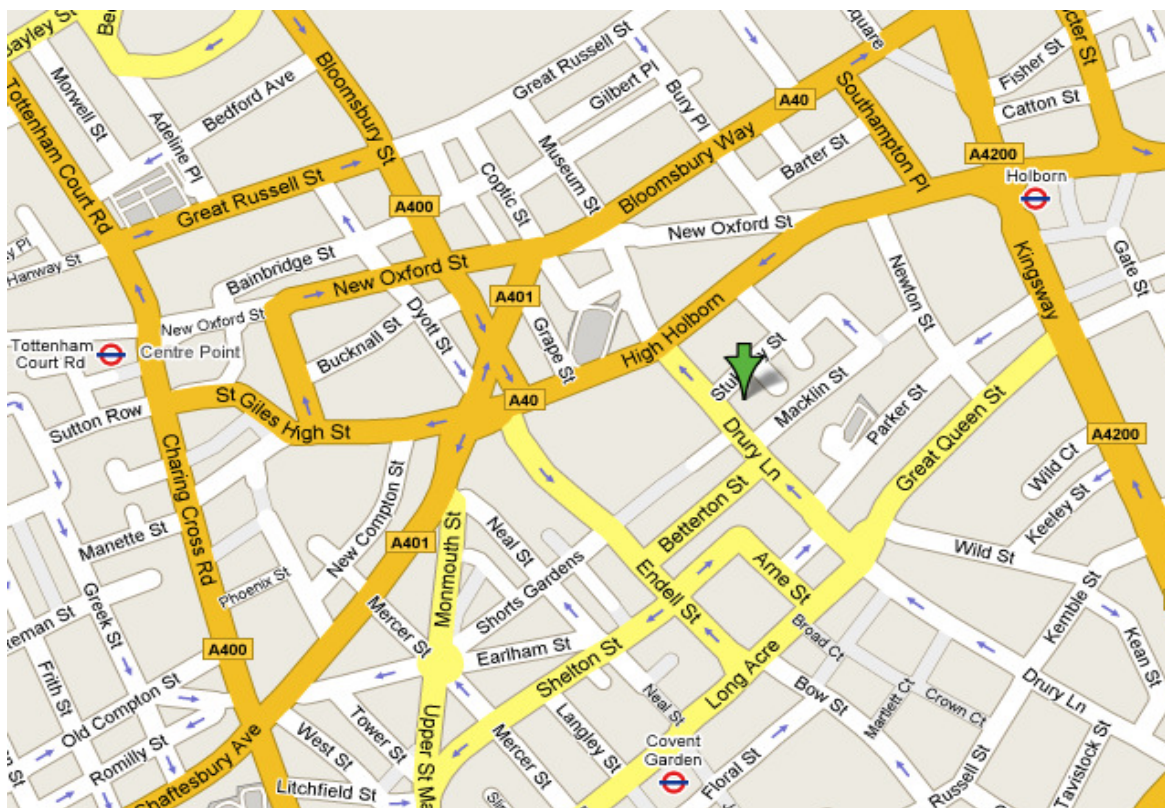
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A3. International English: An Alternative Model

Chia Suan Chong

A lot has been said on the subject of ELF (English as a Lingua Franca), from Kachru's model of concentric circles to Vienna University's research on Learner Spoken Corpus, gradually pushing English teachers towards the view that as long as communication between non-native speakers is achieved, traditional views on accuracy should not carry much weight. After all, communication is the purpose of language. But what does 'communication' mean and how does this translate into our teaching? Do we skip the chapter on articles, not bother with the 'schwa', and not correct students who say, 'I want that you go' because learning to speak like a native speaker is 'unnecessary, unrealistic' and 'harmful'? What do our business clients want? Is there a form of standard English which meets the requirements of international communication for business which can be regarded as a bench-mark for English language syllabuses? In this talk, I hope to address the above questions and challenge all that has been said in support of ELF.

Chia Suan Chong is a graduate in Communication Studies and has been teaching English as a foreign language at all levels since 2002, including varied experience in Cambridge Exam Classes, Business English, English for Specific and Academic Purposes. Having gained her UCLES DELTA and her LCCI Certificate in Teaching English for Business, she spoke at the 2008 BEUK conference about Dogme and coursebook-free classrooms and subsequently expanded on the topic at several schools, including International House Cordoba. She is currently doing her Masters in Applied Linguistics. She speaks English and Mandarin as her first language, Japanese, Italian and Spanish as her second.

14.00 – 14.50: Elective sessions B

B1. Getting in on the Act

Alison Skilbeck (RADA Enterprises)

Alison Skilbeck from RADA Enterprises shows how to use the skills of the trained actor in communicating with individuals, groups, and crowds - in or out of the workplace.

Act One: Why RADA? Why actors? A brief history of RADA's work with non-actors.

Act Two: How you look - body language, posture, use of space, entrances and exits; How you sound - centring the breath, voice, speech, articulation, and words; How to pace yourself.

Act Three: Your turn - easy un-embarrassing exercises to find out for yourself what it feels like.

Finale: The rest is silence - effective use of pause and silence....

Questions?

Alison Skilbeck is an actor, director, teacher, and trainer. She has an Hons degree in Spanish and French from Oxford University where she first began to act, and she started her professional career by presenting a Spanish language programme on BBC Television. She has worked for RADA Enterprises since it began in 2000, bringing her experience of acting, directing and training actors to the wider world. She is a senior trainer in the field of Personal Development & Communication working with people from many different walks of life: top civil servants, local government members and officers, social workers, business executives at all levels and members of leading professional bodies.

B2. We are Not Alone: What do ESP Specialisms Have in Common?

Keith Harding (Oxford University Press)

It might be thought that, by definition, specialisms in ESP will not have much in common with each other. For example, what could a doctor, a plumber, a motor mechanic, and a meteorologist have in common when it comes to language needs? In this talk we will try to define the common areas shared by these and other specialisms. We will look at ways in which material can be motivating and focused for the ESP learner at the same time as supporting the teacher, and show how it is possible to design generic frameworks, exercises and activities for ESP programmes whilst remaining aware of the very specific needs of each particular course. The talk will focus mainly on the needs of vocational ESP learners and will be illustrated with examples from *Oxford English for Careers*.

Keith Harding is a freelance ELT writer, trainer, and consultant based in London. He has worked as a teacher, teacher trainer, Director of Studies, and Principal in the UK and the USA. He is the co-author of the new editions of both the Intermediate and Upper Intermediate levels of *International Express*, and has written a number of *English for Tourism* titles, (*High Season*, *Going International*, and *Oxford English for Careers: Tourism 1, 2, and 3*). He is particularly interested in ESP and *English for Business*, and has written the *Oxford Resource Book for Teachers: English for Specific Purposes*. Keith is also a British Council Accreditation inspector, and a registered London Blue Badge tourist guide.

B3. Benchmarking English Language Skills

Lee Knapp (Cambridge ESOL)

The global economy is demanding English language skills to do business across borders successfully. This presentation will look at the Cambridge ESOL benchmarking toolkit, and its use in projects which Cambridge ESOL is involved in around the world to assist organisations to set performance standards for the language skills of employees in their specific roles. Examples will be provided of how organisations can benchmark language skills to assist in recruitment, promotion and training decisions, also demonstrating the valuable resource which the toolkit can provide in designing training and development programmes.

Lee Knapp is Development Manager UK for Cambridge ESOL. With an MA in Applied Linguistics, Lee's involvement in language teaching dates back to the early 1970's, and his career has taken in Germany, the Gulf States and the UK. He has undertaken developmental roles in several organisations, including senior marketing positions in Further Education and the private sector. Lee is the co-author of *"Write for Business"* (published by Longman in 1987) and is a Member of the Chartered Institute of Marketing. He represents the Federation of Awarding Bodies on the National ESOL Forum.

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C1. Business English Speaking Skills

Graham Workman

This session will provide practical ideas and materials to help Business English learners talk about their work and discuss a range of related business topics at a preliminary level. Different types of tasks and activities will be used to help learners structure what they say as well as supply them with the vocabulary and expressions they need at this level. The materials will also be particularly suitable for those preparing for the Cambridge BEC speaking test.

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C2. Fitting in and Working Together: Teaching Diversity in Business English

Barry Tomalin

Business throughout Europe is coping with an unprecedented influx of foreign workers. More and more companies are dealing with the pressure of an international workforce and facing the problem of how to integrate staff with different cultural expectations and behaviours. This is an issue not just of integration but of teambuilding and management skills. This workshop offers teachers activities they can use to help students become aware of and work with staff from other countries, using a major new project 'English in the International Workplace'. This project, entitled 'Diverse Europe at Work' and funded under the Leonardo da Vinci Programme, comprises a sixteen unit DVD and a support training package focusing on problems encountered by different nationalities when integrating into a new country. The project can be accessed at www.dew-net.eu or www.icc-languages.eu. Using the DVD, the workshop demonstrates the five step programme for raising cultural awareness, shows how to compare communication styles and uses video and pictures to develop critical awareness of different cultural behaviour. It also offers a one-hour lesson plan for raising cultural awareness and developing language and cultural skills in business.

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C3. So Far, So Good: creating distance learning programmes with commercial software

Byron Russell (Macmillan English Campus)

Once the delivery of distance learning programmes was a very expensive option, with video conferencing packages being beyond the means of most language schools, let alone freelancers. Yet distance learning is increasingly in demand as hard-pressed managers find it harder to free up time to actually attend classroom lessons. The spread of broadband, and the rise of highly effective learning platforms and low-cost conferencing tools, now means that the delivery of effective DL programmes is within every teacher's reach. The presentation looks briefly at the various types of conferencing software available and shows how – by bundling tools such as Skype with commercial blended learning platforms such as Macmillan English Campus – it is now possible to create complete distance learning programmes, incorporating full video, audio and whiteboard tools, at very low cost and with minimal technical expertise.

Byron Russell is well known as a conference speaker and has been involved in the ELT industry for twenty years as a teacher, teacher-trainer and publisher. For the past decade he has worked on the development of a number of leading digital programmes including Macmillan English Campus. He is also a director of Pete Sharma Associates, which specialises in hands-on IT training for ELT professionals.

16.10 – 17.00: Closing Plenary

New Technology and Business English

Pete Sharma (Macmillan Education)

This session will be a critical analysis of the impact of new technology on the field of business English, providing a comprehensive overview of how technology has affected areas within the business English profession:

- Testing – for example adaptive CD-ROMs and on-line tests
- Needs analysis – such as tagging (English 360)
- Language skills – including listening (podcasts/vodcasts) and speaking (presentation tools and websites such as TED.com)
- Vocabulary – for example English UK Campus and M-learning
- Materials – the range of digital material for business English, including creating materials, and the delivery of business English materials through learning platforms

Pete will conclude this closing plenary by outlining ten key 'things to know' about Learning technologies in order to keep abreast with the profession.

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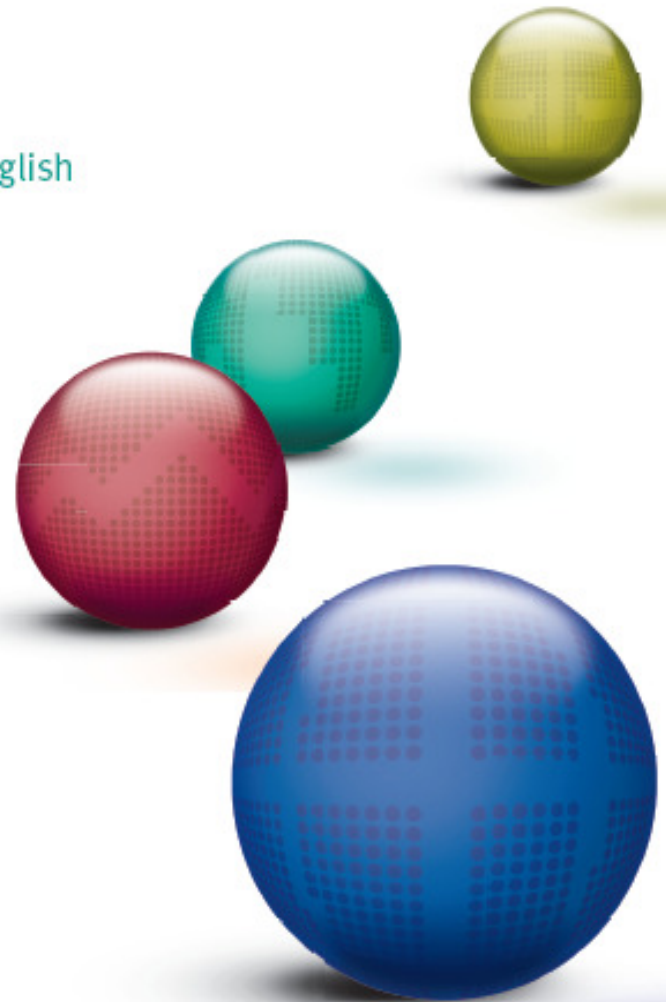
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The English UK Business English Trainers' Conference 2010

In association with Business English UK

International House, London

Saturday 8th May 2010

Programme

Supported by:



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ESOL Examinations

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Venue & Location

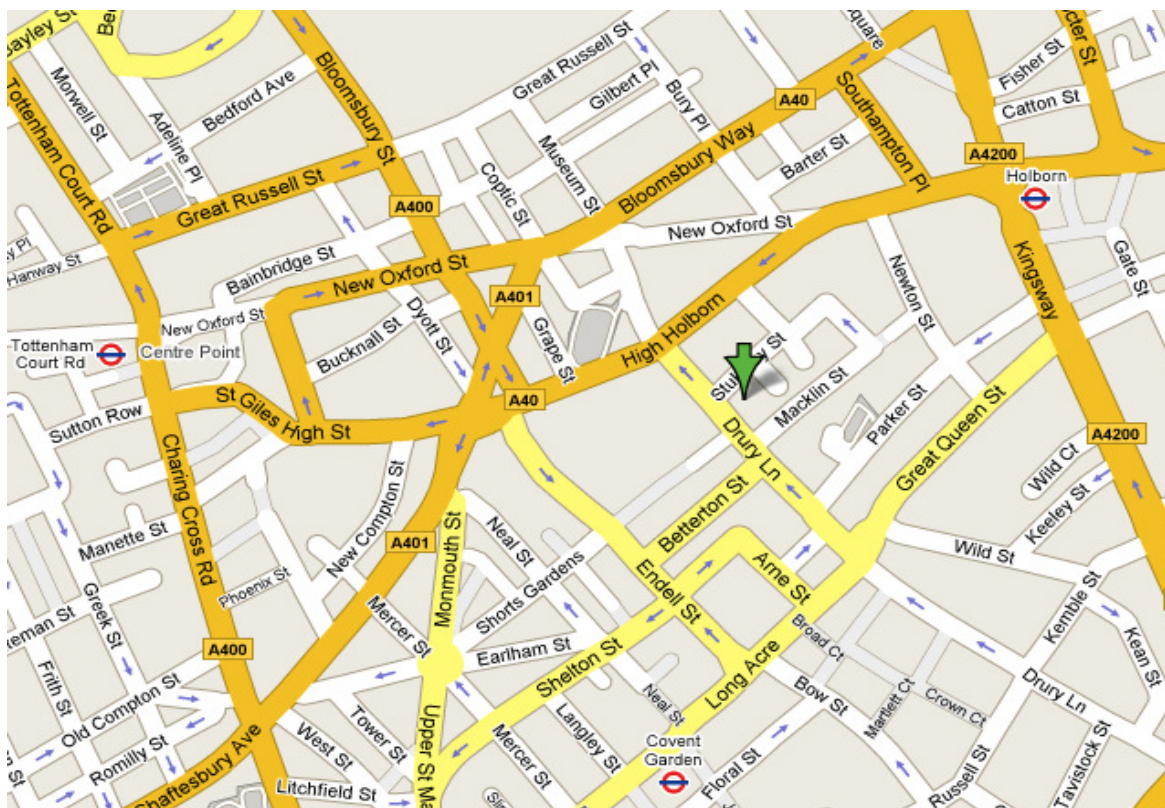
The event will be held at International House's spacious and modern premises near Covent Garden, central London. This venue is within walking distance of four tube stations: Tottenham Court Road (Northern Line and Central Line), Covent Garden (Piccadilly Line), Leicester Square (Northern Line and Piccadilly Line) and the nearest, Holborn Station (Central Line and Piccadilly Line). The nearest overland train station is Charing Cross.

Conference Venue Address:

International House, London, 16 Stukeley Street, WC2B 5LQ

Tel: 0207 611 2400

www.ihlondon.com



The Conference

English UK is proud to be hosting the third annual conference for business English training professionals in association with Business English UK, an English UK special interest group. There has been a significant growth in professional English and this event has proved instrumental in providing quality professional support for this sector. This year's conference will focus on a range of issues connected with professional English course delivery and is designed for academic managers and teachers who either specialise in or have some involvement in: staff training, skills development, business English exams and course management and delivery.

The Programme

The conference is headlined by Ian Badger and Pete Sharma with elective sessions by leading industry practitioners including, Adrian Pilbeam, Bob Dignen, Barry Tomalin, and Keith Harding. Sessions focus directly on issues relating to the business English sector such as cultural aspects of teaching business English, resources and technology, business communication and interaction, and course design. Delegates will be able to utilise the first class facilities at International House and a buffet lunch, refreshments and an ELT exhibition are all included. This national conference also provides an ideal opportunity for networking and sharing experiences with colleagues and is sure to be an enjoyable and productive event.

Business English UK

The Conference is run in association with BusinessEnglishUK, a special interest group of English UK. It is formed by a group of accredited centres who are passionate about teaching English for business. BusinessEnglishUK is the voice of the professional and business English training industry and is committed to providing professional support for business English trainers. The organisation is open to all high quality accredited training institutions that share this passion and who specialise in providing English courses for professional people. For further details please go to the BEUK website: www.businessenglishuk.org.uk

Cambridge ESOL

The English UK Business English Trainers' Conference is supported by Cambridge ESOL. Cambridge ESOL offer the world's leading range of certificates for learners and teachers of English – taken by over 3 million people in over 130 countries. They help people improve their job prospects through a suite of professional English qualifications specially designed for the world of work including: Business English Certificates (BEC), Business Language Testing Service (BULATS), ESOL for Work (UK only), International Legal English Certificate (ILEC), and the International Certificate in Financial English (ICFE). **Take advantage of the business opportunity to add summer exams to your programmes!** For further details please go to: www.cambridgeesol.org or contact Rebecca Folley at Folley.R@CambridgeESOL.org

Exhibitors

Exhibitors from a range of ELT-related businesses and service providers will be present – including: Cambridge ESOL, Pearson Longman, Trinity College London, Oxford University Press, Macmillan Education, Macmillan English Campus, and Heinle Cengage.

English UK Business English Trainers' Conference 2010 Programme

	09:30-10:30	Registration and Coffee/Tea <i>Exhibition Hall</i>		
Welcome	10:30-10:40	<p>Sue Johns (Chair of Business English UK)</p> <p>Henry Tolley Developments from Cambridge ESOL</p> <p>Welcome to the Conference</p>		
PLENARY	10:40-11:30	<p>Opening Plenary</p> <p>Ian Badger Business English in a New Decade: new challenges and opportunities</p>		
	11:40-12:10	Refreshment Break <i>Exhibition Hall</i>		
Elective A	12:10-13:00	<p><i>Elective A1</i></p> <p>Adrian Pilbeam (Pearson Longman) Understanding the Role of Culture in International Business</p>	<p><i>Elective A2</i></p> <p>Bob Dignen (Heinle Cengage) 10 things Not to do When Presenting Internationally</p>	<p><i>Elective A3</i></p> <p>Chia Suan Chong International English: An Alternative Model</p>
	13:00-14:00	Finger Buffet Lunch <i>Exhibition Hall</i>		
Elective B	14:00-14:50	<p><i>Elective B1</i></p> <p>Alison Skilbeck (RADA Enterprises) Getting in on the Act</p>	<p><i>Elective B2</i></p> <p>Keith Harding (Oxford University Press) We are Not Alone: What do ESP Specialisms Have in Common?</p>	<p><i>Elective B3</i></p> <p>Lee Knapp (Cambridge ESOL) Benchmarking English Language Skills</p>
Elective C	14:55-15:45	<p><i>Elective C1</i></p> <p>Graham Workman Business English Speaking Skills</p>	<p><i>Elective C2</i></p> <p>Barry Tomalin Fitting in and Working Together: Teaching Diversity in Business English</p>	<p><i>Elective C3</i></p> <p>Byron Russell (Macmillan English Campus) So Far, So Good: creating distance learning programmes with commercial software</p>
	15:45-16.10	Refreshment Break <i>Exhibition Hall</i>		
PLENARY	16:10-17:00	<p>Closing Plenary</p> <p>Pete Sharma (Macmillan Education) New Technology and Business English</p>		



Sessions and Speakers

10.40 – 11.30: Opening Plenary

Business English in a New Decade: new challenges and opportunities

Ian Badger

In this plenary session Ian Badger will identify challenges and opportunities faced by business English trainers in the business world of 2010. Some key features of this world include:

- Assumption by many employers that new employees have a good level of core business/technical English
- Employees need to communicate using a widening range of communication channels
- English used as the lingua franca in global teams and projects (often without any native speaker participation)
- English needed at all levels of organisations
- Budgets often only available for 'business critical' language training

Ian will refer to his experience as a business English trainer, consultant, and textbook writer – from early days spent running business English courses in adult education in Finland and working as a Director of Studies at a UK language school to current work-specific training programmes for major international companies worldwide. These companies range from those in industries where he is considered an 'expert' (paper, energy, forestry) to others where he is less familiar with company-specific language and culture – most recently in the semiconductor and insurance businesses.

Ian Badger is a partner in Business and Medical English Services (www.bmes.co.uk). He is based in Bristol, UK but travels widely as a consultant and trainer for international companies working with native and non-native speakers to improve communications. Current special interests involve supporting change management projects, helping international teams to work effectively in English and producing dedicated training packages for companies as they introduce global IT applications. Ian is co-author of the four-level series, 'English for Business Life' (Heinle ELT, Cengage Learning) which is used as a core business English course worldwide and editor/author of the self study/supplementary series 'English for Work' which includes 'Everyday Business English', 'Everyday Business Writing' and 'Everyday Technical English' (Pearson Longman).



12.10 – 13.00: Elective sessions A

A1. Understanding the Role of Culture in International Business

Adrian Pilbeam (Pearson Longman)

Intercultural communication is a 'hot' topic in business English but is not treated in depth in most published material. In this interactive talk, Adrian will show how 'Working across cultures', a new specialist title in the Market Leader series, fills this gap. Drawing on authentic extracts from The Financial Times and other business publications, 'Working across cultures' provides business English learners with real examples of the role of culture in business. The material stimulates discussion about topics such as working in international teams, going on international assignments, doing business in different countries and why international mergers often fail to deliver what they promise. Learners also have the opportunity to reflect on their own culture, consider the power of cultural stereotypes, take part in role plays and simulations and give their opinions about a range of real business cases. In the talk Adrian will demonstrate some of the exercises and activities in the book, and show how creative and interactive sessions can be developed from text based input. The session will be of particular interest to teachers working with both students in higher education (business schools, faculties of management) and those working with business and professional people.

***Adrian Pilbeam** is the founder and director of LTS Training and Consulting in Bath, UK. He has worked for over 25 years in the fields of English language, communication and intercultural training for corporate and institutional clients throughout Europe and in many other parts of the world. Adrian has written and co-written more than 12 books in the business English field, including most recently Working Across Cultures and Logistics Management, two of the newly published Market Leader Specialist Titles (Pearson Education), as well as numerous articles. In 2005, he developed and launched Developing intercultural training skills, a trainer training course for trainers from different backgrounds who are interested in developing their knowledge and skills as intercultural trainers.*

A2. 10 things Not to do When Presenting Internationally

Bob Dignen (Heinle Cengage)

Bob Dignen's approach to presentation skills integrates insights from his intercultural training, abandoning the traditional business ELT focus on learning 'useful' phrases to a more strategic and contextual approach to communicating with international audiences. The presentation will introduce this new approach via Bob's somewhat provocative and perhaps counterintuitive list of 'not to dos' - 10 things to avoid when presenting internationally:

1. Don't plan
2. Don't state objectives clearly
3. Don't try to convince people
4. Don't answer questions
5. Don't be natural
6. Don't keep it short and simple
7. Don't explain with facts
8. Don't ask for feedback
9. Don't use 'presentation phrases'
10. Don't forget to sell yourself

Can this really be the basis of a new approach?

Bob Dignen is a director of York Associates, specialists in language, communication and intercultural training. He delivers a range of programmes in international skills (effective international presentations, meetings and negotiating) as well as running a variety of intercultural skills and international team programmes. He is the author *50 Ways to improve your Presentation Skills* and *50 Ways to improve your Intercultural Skills* by Summertown Publishing.

A3. International English: An Alternative Model

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A lot has been said on the subject of ELF (English as a Lingua Franca), from Kachru's model of concentric circles to Vienna University's research on Learner Spoken Corpus, gradually pushing English teachers towards the view that as long as communication between non-native speakers is achieved, traditional views on accuracy should not carry much weight. After all, communication is the purpose of language. But what does 'communication' mean and how does this translate into our teaching? Do we skip the chapter on articles, not bother with the 'schwa', and not correct students who say, 'I want that you go' because learning to speak like a native speaker is 'unnecessary, unrealistic' and 'harmful'? What do our business clients want? Is there a form of standard English which meets the requirements of international communication for business which can be regarded as a bench-mark for English language syllabuses? In this talk, I hope to address the above questions and challenge all that has been said in support of ELF.

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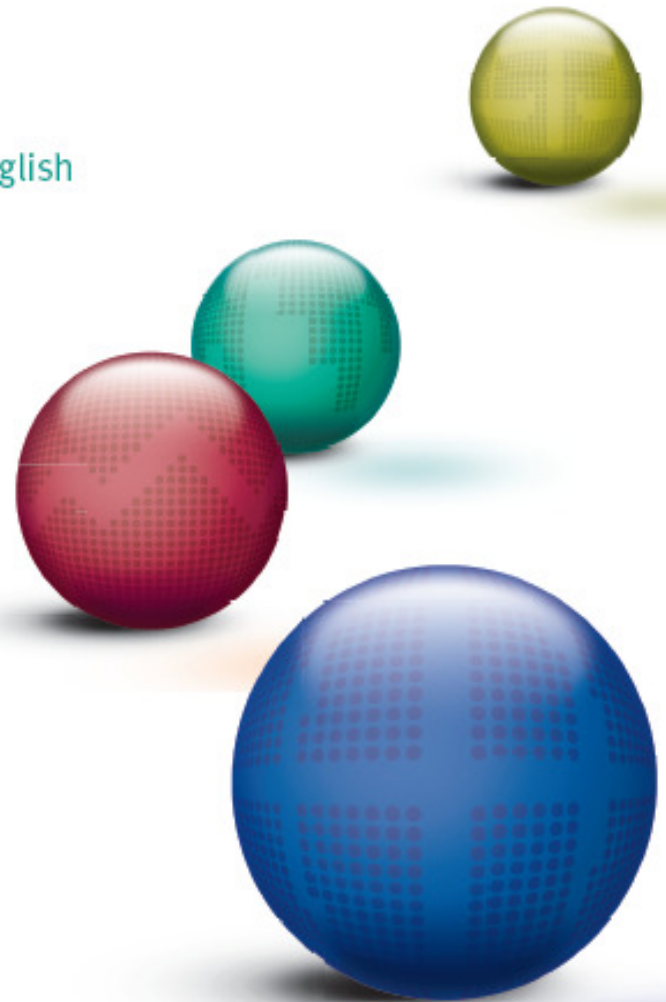
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ESOL Examinations

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Venue & Location

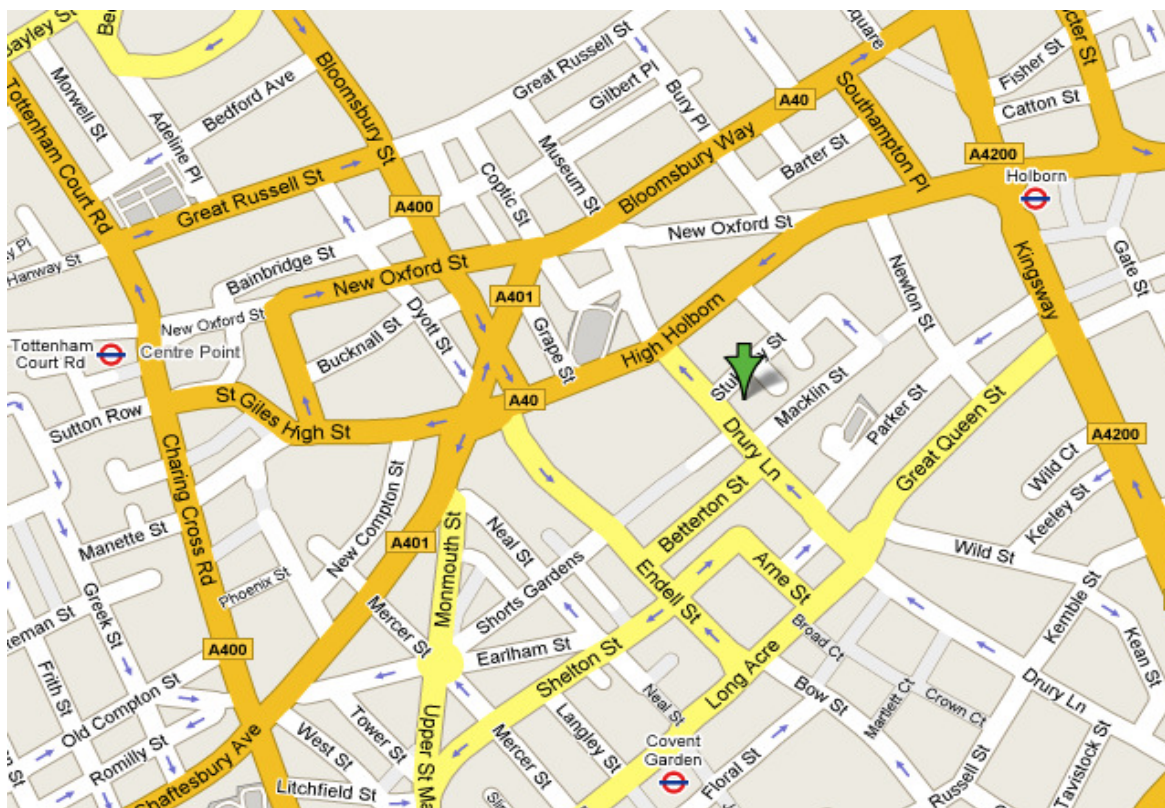
The event will be held at International House's spacious and modern premises near Covent Garden, central London. This venue is within walking distance of four tube stations: Tottenham Court Road (Northern Line and Central Line), Covent Garden (Piccadilly Line), Leicester Square (Northern Line and Piccadilly Line) and the nearest, Holborn Station (Central Line and Piccadilly Line). The nearest overland train station is Charing Cross.

Conference Venue Address:

International House, London, 16 Stukeley Street, WC2B 5LQ

Tel: 0207 611 2400

www.ihlondon.com



The Conference

English UK is proud to be hosting the third annual conference for business English training professionals in association with Business English UK, an English UK special interest group. There has been a significant growth in professional English and this event has proved instrumental in providing quality professional support for this sector. This year's conference will focus on a range of issues connected with professional English course delivery and is designed for academic managers and teachers who either specialise in or have some involvement in: staff training, skills development, business English exams and course management and delivery.

The Programme

The conference is headlined by Ian Badger and Pete Sharma with elective sessions by leading industry practitioners including, Adrian Pilbeam, Bob Dignen, Barry Tomalin, and Keith Harding. Sessions focus directly on issues relating to the business English sector such as cultural aspects of teaching business English, resources and technology, business communication and interaction, and course design. Delegates will be able to utilise the first class facilities at International House and a buffet lunch, refreshments and an ELT exhibition are all included. This national conference also provides an ideal opportunity for networking and sharing experiences with colleagues and is sure to be an enjoyable and productive event.

Business English UK

The Conference is run in association with BusinessEnglishUK, a special interest group of English UK. It is formed by a group of accredited centres who are passionate about teaching English for business. BusinessEnglishUK is the voice of the professional and business English training industry and is committed to providing professional support for business English trainers. The organisation is open to all high quality accredited training institutions that share this passion and who specialise in providing English courses for professional people. For further details please go to the BEUK website: www.businessenglishuk.org.uk

Cambridge ESOL

The English UK Business English Trainers' Conference is supported by Cambridge ESOL. Cambridge ESOL offer the world's leading range of certificates for learners and teachers of English – taken by over 3 million people in over 130 countries. They help people improve their job prospects through a suite of professional English qualifications specially designed for the world of work including: Business English Certificates (BEC), Business Language Testing Service (BULATS), ESOL for Work (UK only), International Legal English Certificate (ILEC), and the International Certificate in Financial English (ICFE). **Take advantage of the business opportunity to add summer exams to your programmes!** For further details please go to: www.cambridgeesol.org or contact Rebecca Folley at Folley.R@CambridgeESOL.org

Exhibitors

Exhibitors from a range of ELT-related businesses and service providers will be present – including: Cambridge ESOL, Pearson Longman, Trinity College London, Oxford University Press, Macmillan Education, Macmillan English Campus, and Heinle Cengage.

English UK Business English Trainers' Conference 2010 Programme

	09:30-10:30	Registration and Coffee/Tea <i>Exhibition Hall</i>		
Welcome	10:30-10:40	<p>Sue Johns (Chair of Business English UK)</p> <p>Henry Tolley Developments from Cambridge ESOL</p> <p>Welcome to the Conference</p>		
PLENARY	10:40-11:30	<p>Opening Plenary</p> <p>Ian Badger Business English in a New Decade: new challenges and opportunities</p>		
	11:40-12:10	Refreshment Break <i>Exhibition Hall</i>		
Elective A	12:10-13:00	<p><i>Elective A1</i></p> <p>Adrian Pilbeam (Pearson Longman) Understanding the Role of Culture in International Business</p>	<p><i>Elective A2</i></p> <p>Bob Dignen (Heinle Cengage) 10 things Not to do When Presenting Internationally</p>	<p><i>Elective A3</i></p> <p>Chia Suan Chong International English: An Alternative Model</p>
	13:00-14:00	Finger Buffet Lunch <i>Exhibition Hall</i>		
Elective B	14:00-14:50	<p><i>Elective B1</i></p> <p>Alison Skilbeck (RADA Enterprises) Getting in on the Act</p>	<p><i>Elective B2</i></p> <p>Keith Harding (Oxford University Press) We are Not Alone: What do ESP Specialisms Have in Common?</p>	<p><i>Elective B3</i></p> <p>Lee Knapp (Cambridge ESOL) Benchmarking English Language Skills</p>
Elective C	14:55-15:45	<p><i>Elective C1</i></p> <p>Graham Workman Business English Speaking Skills</p>	<p><i>Elective C2</i></p> <p>Barry Tomalin Fitting in and Working Together: Teaching Diversity in Business English</p>	<p><i>Elective C3</i></p> <p>Byron Russell (Macmillan English Campus) So Far, So Good: creating distance learning programmes with commercial software</p>
	15:45-16.10	Refreshment Break <i>Exhibition Hall</i>		
PLENARY	16:10-17:00	<p>Closing Plenary</p> <p>Pete Sharma (Macmillan Education) New Technology and Business English</p>		



Sessions and Speakers

10.40 – 11.30: Opening Plenary

Business English in a New Decade: new challenges and opportunities

Ian Badger

In this plenary session Ian Badger will identify challenges and opportunities faced by business English trainers in the business world of 2010. Some key features of this world include:

- Assumption by many employers that new employees have a good level of core business/technical English
- Employees need to communicate using a widening range of communication channels
- English used as the lingua franca in global teams and projects (often without any native speaker participation)
- English needed at all levels of organisations
- Budgets often only available for 'business critical' language training

Ian will refer to his experience as a business English trainer, consultant, and textbook writer – from early days spent running business English courses in adult education in Finland and working as a Director of Studies at a UK language school to current work-specific training programmes for major international companies worldwide. These companies range from those in industries where he is considered an 'expert' (paper, energy, forestry) to others where he is less familiar with company-specific language and culture – most recently in the semiconductor and insurance businesses.

Ian Badger is a partner in Business and Medical English Services (www.bmes.co.uk). He is based in Bristol, UK but travels widely as a consultant and trainer for international companies working with native and non-native speakers to improve communications. Current special interests involve supporting change management projects, helping international teams to work effectively in English and producing dedicated training packages for companies as they introduce global IT applications. Ian is co-author of the four-level series, 'English for Business Life' (Heinle ELT, Cengage Learning) which is used as a core business English course worldwide and editor/author of the self study/supplementary series 'English for Work' which includes 'Everyday Business English', 'Everyday Business Writing' and 'Everyday Technical English' (Pearson Longman).

12.10 – 13.00: Elective sessions A

A1. Understanding the Role of Culture in International Business

Adrian Pilbeam (Pearson Longman)

Intercultural communication is a 'hot' topic in business English but is not treated in depth in most published material. In this interactive talk, Adrian will show how 'Working across cultures', a new specialist title in the Market Leader series, fills this gap. Drawing on authentic extracts from The Financial Times and other business publications, 'Working across cultures' provides business English learners with real examples of the role of culture in business. The material stimulates discussion about topics such as working in international teams, going on international assignments, doing business in different countries and why international mergers often fail to deliver what they promise. Learners also have the opportunity to reflect on their own culture, consider the power of cultural stereotypes, take part in role plays and simulations and give their opinions about a range of real business cases. In the talk Adrian will demonstrate some of the exercises and activities in the book, and show how creative and interactive sessions can be developed from text based input. The session will be of particular interest to teachers working with both students in higher education (business schools, faculties of management) and those working with business and professional people.

***Adrian Pilbeam** is the founder and director of LTS Training and Consulting in Bath, UK. He has worked for over 25 years in the fields of English language, communication and intercultural training for corporate and institutional clients throughout Europe and in many other parts of the world. Adrian has written and co-written more than 12 books in the business English field, including most recently Working Across Cultures and Logistics Management, two of the newly published Market Leader Specialist Titles (Pearson Education), as well as numerous articles. In 2005, he developed and launched Developing intercultural training skills, a trainer training course for trainers from different backgrounds who are interested in developing their knowledge and skills as intercultural trainers.*

A2. 10 things Not to do When Presenting Internationally

Bob Dignen (Heinle Cengage)

Bob Dignen's approach to presentation skills integrates insights from his intercultural training, abandoning the traditional business ELT focus on learning 'useful' phrases to a more strategic and contextual approach to communicating with international audiences. The presentation will introduce this new approach via Bob's somewhat provocative and perhaps counterintuitive list of 'not to dos' - 10 things to avoid when presenting internationally:

1. Don't plan
2. Don't state objectives clearly
3. Don't try to convince people
4. Don't answer questions
5. Don't be natural
6. Don't keep it short and simple
7. Don't explain with facts
8. Don't ask for feedback
9. Don't use 'presentation phrases'
10. Don't forget to sell yourself

Can this really be the basis of a new approach?

Bob Dignen is a director of York Associates, specialists in language, communication and intercultural training. He delivers a range of programmes in international skills (effective international presentations, meetings and negotiating) as well as running a variety of intercultural skills and international team programmes. He is the author *50 Ways to improve your Presentation Skills* and *50 Ways to improve your Intercultural Skills* by Summertown Publishing.

A3. International English: An Alternative Model

Chia Suan Chong

A lot has been said on the subject of ELF (English as a Lingua Franca), from Kachru's model of concentric circles to Vienna University's research on Learner Spoken Corpus, gradually pushing English teachers towards the view that as long as communication between non-native speakers is achieved, traditional views on accuracy should not carry much weight. After all, communication is the purpose of language. But what does 'communication' mean and how does this translate into our teaching? Do we skip the chapter on articles, not bother with the 'schwa', and not correct students who say, 'I want that you go' because learning to speak like a native speaker is 'unnecessary, unrealistic' and 'harmful'? What do our business clients want? Is there a form of standard English which meets the requirements of international communication for business which can be regarded as a bench-mark for English language syllabuses? In this talk, I hope to address the above questions and challenge all that has been said in support of ELF.

Chia Suan Chong is a graduate in Communication Studies and has been teaching English as a foreign language at all levels since 2002, including varied experience in Cambridge Exam Classes, Business English, English for Specific and Academic Purposes. Having gained her UCLES DELTA and her LCCI Certificate in Teaching English for Business, she spoke at the 2008 BEUK conference about Dogme and coursebook-free classrooms and subsequently expanded on the topic at several schools, including International House Cordoba. She is currently doing her Masters in Applied Linguistics. She speaks English and Mandarin as her first language, Japanese, Italian and Spanish as her second.

14.00 – 14.50: Elective sessions B

B1. Getting in on the Act

Alison Skilbeck (RADA Enterprises)

Alison Skilbeck from RADA Enterprises shows how to use the skills of the trained actor in communicating with individuals, groups, and crowds - in or out of the workplace.

Act One: Why RADA? Why actors? A brief history of RADA's work with non-actors.

Act Two: How you look - body language, posture, use of space, entrances and exits; How you sound - centring the breath, voice, speech, articulation, and words; How to pace yourself.

Act Three: Your turn - easy un-embarrassing exercises to find out for yourself what it feels like.

Finale: The rest is silence - effective use of pause and silence....

Questions?

Alison Skilbeck is an actor, director, teacher, and trainer. She has an Hons degree in Spanish and French from Oxford University where she first began to act, and she started her professional career by presenting a Spanish language programme on BBC Television. She has worked for RADA Enterprises since it began in 2000, bringing her experience of acting, directing and training actors to the wider world. She is a senior trainer in the field of Personal Development & Communication working with people from many different walks of life: top civil servants, local government members and officers, social workers, business executives at all levels and members of leading professional bodies.

B2. We are Not Alone: What do ESP Specialisms Have in Common?

Keith Harding (Oxford University Press)

It might be thought that, by definition, specialisms in ESP will not have much in common with each other. For example, what could a doctor, a plumber, a motor mechanic, and a meteorologist have in common when it comes to language needs? In this talk we will try to define the common areas shared by these and other specialisms. We will look at ways in which material can be motivating and focused for the ESP learner at the same time as supporting the teacher, and show how it is possible to design generic frameworks, exercises and activities for ESP programmes whilst remaining aware of the very specific needs of each particular course. The talk will focus mainly on the needs of vocational ESP learners and will be illustrated with examples from *Oxford English for Careers*.

Keith Harding is a freelance ELT writer, trainer, and consultant based in London. He has worked as a teacher, teacher trainer, Director of Studies, and Principal in the UK and the USA. He is the co-author of the new editions of both the Intermediate and Upper Intermediate levels of *International Express*, and has written a number of *English for Tourism* titles, (*High Season*, *Going International*, and *Oxford English for Careers: Tourism 1, 2, and 3*). He is particularly interested in ESP and *English for Business*, and has written the *Oxford Resource Book for Teachers: English for Specific Purposes*. Keith is also a British Council Accreditation inspector, and a registered London Blue Badge tourist guide.

B3. Benchmarking English Language Skills

Lee Knapp (Cambridge ESOL)

The global economy is demanding English language skills to do business across borders successfully. This presentation will look at the Cambridge ESOL benchmarking toolkit, and its use in projects which Cambridge ESOL is involved in around the world to assist organisations to set performance standards for the language skills of employees in their specific roles. Examples will be provided of how organisations can benchmark language skills to assist in recruitment, promotion and training decisions, also demonstrating the valuable resource which the toolkit can provide in designing training and development programmes.

Lee Knapp is Development Manager UK for Cambridge ESOL. With an MA in Applied Linguistics, Lee's involvement in language teaching dates back to the early 1970's, and his career has taken in Germany, the Gulf States and the UK. He has undertaken developmental roles in several organisations, including senior marketing positions in Further Education and the private sector. Lee is the co-author of *"Write for Business"* (published by Longman in 1987) and is a Member of the Chartered Institute of Marketing. He represents the Federation of Awarding Bodies on the National ESOL Forum.

14.55 – 15.45: Elective sessions C

C1. Business English Speaking Skills

Graham Workman

This session will provide practical ideas and materials to help Business English learners talk about their work and discuss a range of related business topics at a preliminary level. Different types of tasks and activities will be used to help learners structure what they say as well as supply them with the vocabulary and expressions they need at this level. The materials will also be particularly suitable for those preparing for the Cambridge BEC speaking test.

***Graham Workman** is a freelance Teacher Trainer and materials writer. He designs and runs training courses for teachers of Business English. He has written Concept Questions and –Time Lines, Popular Films for Language Use (1,2,3), and Popular Films for Business English 1, and TPR for Primary English, all published by Gem Publishing.*

C2. Fitting in and Working Together: Teaching Diversity in Business English

Barry Tomalin

Business throughout Europe is coping with an unprecedented influx of foreign workers. More and more companies are dealing with the pressure of an international workforce and facing the problem of how to integrate staff with different cultural expectations and behaviours. This is an issue not just of integration but of teambuilding and management skills. This workshop offers teachers activities they can use to help students become aware of and work with staff from other countries, using a major new project 'English in the International Workplace'. This project, entitled 'Diverse Europe at Work' and funded under the Leonardo da Vinci Programme, comprises a sixteen unit DVD and a support training package focusing on problems encountered by different nationalities when integrating into a new country. The project can be accessed at www.dew-net.eu or www.icc-languages.eu. Using the DVD, the workshop demonstrates the five step programme for raising cultural awareness, shows how to compare communication styles and uses video and pictures to develop critical awareness of different cultural behaviour. It also offers a one-hour lesson plan for raising cultural awareness and developing language and cultural skills in business.

***Barry Tomalin** is Director of Cultural Training at International House, London and writer on the 'Diverse Europe at Work' project. He is also Director of the Business Cultural Trainers Certificate, which trains teachers to work as cultural consultants in the business field and runs the International Certificate in Diversity Training. Among his publications are 'Cultural Awareness' (OUP 1994) and Film (OUP 2001) both co-written with Susan Stempleski and 'The World's Business Cultures and How to Unlock Them' (Thorogood Publishing 2007) and 'Diverse Europe at Work' (2009). Barry presented at the BEUK conference last year and is a well-known and popular presenter at IATEFL, TESOL and other international conferences.*

C3. So Far, So Good: creating distance learning programmes with commercial software

Byron Russell (Macmillan English Campus)

Once the delivery of distance learning programmes was a very expensive option, with video conferencing packages being beyond the means of most language schools, let alone freelancers. Yet distance learning is increasingly in demand as hard-pressed managers find it harder to free up time to actually attend classroom lessons. The spread of broadband, and the rise of highly effective learning platforms and low-cost conferencing tools, now means that the delivery of effective DL programmes is within every teacher's reach. The presentation looks briefly at the various types of conferencing software available and shows how – by bundling tools such as Skype with commercial blended learning platforms such as Macmillan English Campus – it is now possible to create complete distance learning programmes, incorporating full video, audio and whiteboard tools, at very low cost and with minimal technical expertise.

Byron Russell is well known as a conference speaker and has been involved in the ELT industry for twenty years as a teacher, teacher-trainer and publisher. For the past decade he has worked on the development of a number of leading digital programmes including Macmillan English Campus. He is also a director of Pete Sharma Associates, which specialises in hands-on IT training for ELT professionals.

16.10 – 17.00: Closing Plenary

New Technology and Business English

Pete Sharma (Macmillan Education)

This session will be a critical analysis of the impact of new technology on the field of business English, providing a comprehensive overview of how technology has affected areas within the business English profession:

- Testing – for example adaptive CD-ROMs and on-line tests
- Needs analysis – such as tagging (English 360)
- Language skills – including listening (podcasts/vodcasts) and speaking (presentation tools and websites such as TED.com)
- Vocabulary – for example English UK Campus and M-learning
- Materials – the range of digital material for business English, including creating materials, and the delivery of business English materials through learning platforms

Pete will conclude this closing plenary by outlining ten key 'things to know' about Learning technologies in order to keep abreast with the profession.

*Pete Sharma is a Director of Pete Sharma Associates Ltd, which runs workshops in educational technology: www.psa.eu.com He is currently working as a lecturer at Oxford Brookes University and is on the committee of the IATEFL Learning Technologies SIG. Pete writes extensively on technology in language teaching, and is co-author of *The Internet and Business English* (2003 Summertown Publishing), and *Blended Learning* (2007 Macmillan). He has written multimedia content for Macmillan's in company CD-ROMs and *The Business Advanced DVD-ROM*, and his regular business English e-lesson has thousands of subscribers worldwide. Pete blogs and tweets regularly on technology at: www.te4be.com*



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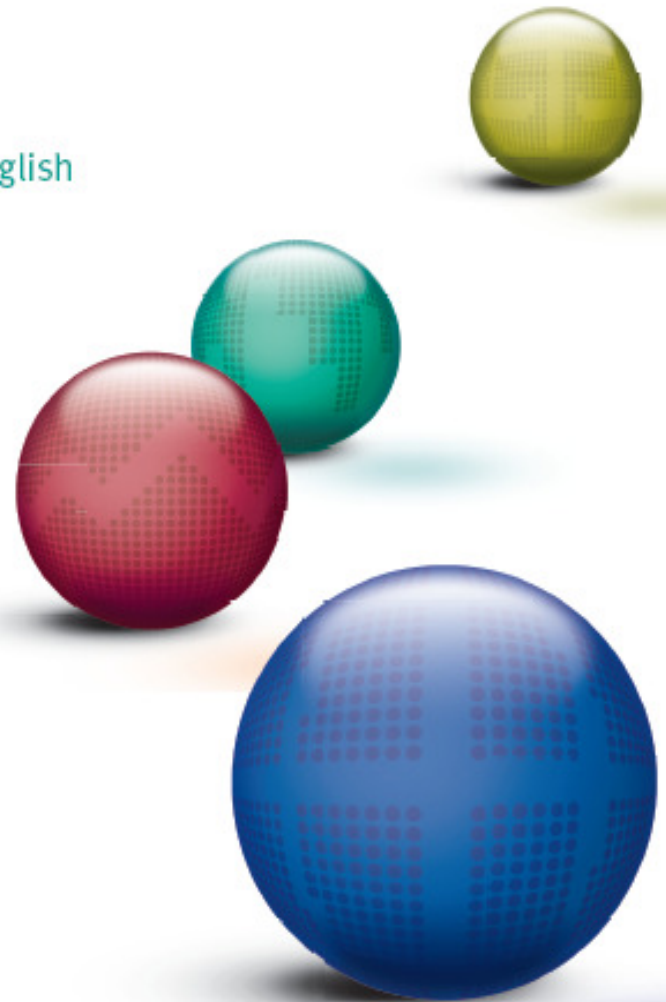
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