

IATEFL BESIG Online Event

hosted by ELTA-OWL jointly with VHS im Kreis Herford

venue: Room 103 in the VHS im Kreis Herford,
Münsterkirchplatz 1, Herford

date and time: 15 November 2014 from 10:30 until 19:00

This is a drop in event so you can drop in and out whenever you like during the day the timetable at the time of publication is as follows:

10:30	11:00	Coffee and welcome	
11:00	12:30	Session A8	
12:30	12:45	break	
12:45	13:30	Session B5	
13:30	13:45	break	
13:45	14:30	Session C5	
14:30	14:45	break	
14:45	15:30	Session D2	
15:30	15:45	break	
15:45	16:30	Session E7	
16:30	17:00	break	
17:00	17:45	Session F6	
17:45	18:00	break	
18:00	18:45	Session G3	
18:45	19:00	departures	

Here are the details for the individual sessions:

A8 **Feedback dos and don'ts** - Learn to give feedback effectively and receive it gracefully
Patricia de Griese

Let's be honest, the words: "I'd like to give you some feedback." are not the most welcome in the world. We've all been there. Someone may have given us feedback that felt like a slap in the face or we may have offered what we thought was "constructive criticism" and what we got in return was a look of pain, speechlessness or self-defensiveness...

Unfortunately, this may put us off asking for and/or giving necessary feedback. When appropriate and given correctly, feedback can be some of the most valuable information we can receive.

- When are people most receptive? What are our perceptual filters?

- What do we need to do to engage in an open dialogue?
- What are the tools and language which support effective feedback?

Patricia de Griese is a Certified Trainer, Certified Systemic Coach, Workshop Designer and Facilitator, NLP Master Educated and trained in the U.S., England, Argentina and Germany.

A 20-year veteran of the training field, Patricia has worked with multinationals and public organizations around the world. Her interactive and brain-friendly workshops cover: teacher development, train-the-trainer, accelerated learning techniques, cross-cultural awareness, emotional intelligence, ESL, presentation, negotiation and communication skills.

B5 **Developing Business English Materials for Japanese Undergraduate Students**

Dr Sabrina Gerland

Last year I decided to take on a job at a private Japanese university. It has been an amazing year learning to deal with a completely different kind of student. I found teaching Business English to our 3rd year students difficult to say the least. Besides the language and cultural challenges, the materials

that were being used posed an even greater hindrance. There is nothing wrong with these materials, all well-known books at BESIG. While these materials are excellent, they are targeted at European learners of English. As a result, our department has decided to create our own materials.

The aim of this presentation is to share these experiences with BESIG members and conference attendees. I will talk about Japanese university students and their special needs. And I will present some of the materials we have developed at Nagoya University of Commerce and Business to meet these needs.

Sabrina was born in California, and resided in southwest Germany for over 30 years. She has been a Besig Member since 2000. Presently Sabrina is living in Japan and working at Nagoya University of Commerce and Business as assistant professor. She teaches business English, communication skills, intercultural communication and World Englishes.

C5 **“It’s a pony, Ian”: Understanding non-businessy language in a business world.**

Ian Badger

Socialising can be a key part of business life but it is here that many learners struggle to understand and to express themselves.

In this talk Ian will focus on the social side of communicating in English. He will play authentic recordings of speakers from a wide range of countries and backgrounds where the topics covered are typical in adult conversations but not necessarily ‘businessy’. Such

material presents the learner with listening challenges, cultural insights and provides a springboard for discussions. We will look at how such material can help the learner to socialise more confidently in English and also to improve their everyday business communication skills. Participants will be invited to make some choices from a wide-ranging listening menu!

Ian Badger is a partner in Business and Medical English Services. He is based in Bristol, but travels widely as a communications consultant, trainer and conference speaker. He is the author of Collins English for Business: Listening which was shortlisted for a 2012 British Council ELTON award. The iPad app based on this material won the 2012 David Riley award for innovation in Business English and ESP. He is also author of Collins English for Life: Listening B1+ and Listening B2+, co-author of English for Business Life and author of Everyday Business English and Everyday Business Writing.

D2 **So, what is it like at your company?**

Claire Hart

This is a question we're used to asking our in-company business English participants after completing a course book exercise. Talking about a fictional pharmaceuticals company one thousand kilometres away may not engage and motivate students quite as much as talking about their own, very real company. On the other hand, many of us busy in-company trainers don't have hours we can spare to create personalised materials that allow participants to talk about their own working lives and companies. In this interactive workshop, we will look at how course book material can be used to provide a springboard to personalised learning and communication in-company. We will also consider how we can find a balance between generic and personalised input and practice in our courses.

Examples will be taken from *Simply Business*, a new series of Business English course books published by Cornelsen Verlag.

Claire Hart is an in-company business English trainer and university instructor based in southern Germany. She is dedicated to creating effective, personalised training solutions and has worked in a wide range of corporate contexts over the last eight years. Claire also writes print and digital materials for business English and ESP and works as a materials consultant and editor.

Presented on behalf of **Cornelsen Verlag**

E7 **High-Order Thinking (HOT) tasks for BE learners**

Jennie Wright

Business English learners need to do more than just remember facts and repeat information in international business. They also need to be active participants who evaluate, justify and critically analyse information - while simultaneously using and following a foreign language. To prepare our learners for this multi-tasking challenge,

high-order thinking (HOT) tasks help our learners practise language while developing critical thinking skills. In addition, HOT tasks make our listening and reading sessions more stimulating, going beyond traditional comprehension tasks. In this workshop, participants will experiment with and evaluate a series of HOT tasks for BE learners which can be taken from the workshop and used straight away. Participants will also get to create their own activities and key tips will be covered for creating successful HOT tasks using core ideas from Bloom's taxonomy.

Jennie Wright is a teacher, teacher-trainer, blogger and ELT author based in Germany. She has taught in Japan, Australia, Italy, Germany and the UK, and currently works with Target Training as an in-house InCorporate EFL trainer. With over 15 years of experience in language teaching, her blog <http://teflhelperblog.wordpress.com/> features free professional development resources for teachers. She also co-authored *Experimental Practice in ELT: Walk on the wild side*.

F6 **What's the future of business English training in the corporate world?**

Mercedes Viola

We are in what is called an interregnum period - a time during which a throne is vacant between two successive reigns or regimes. A period in which old paradigms are being put into question and new ideas are emerging; however, there is no final conclusion.

Debates regarding the role of English in the world are being held.

- Which English?
- English as a medium of instruction?
- English as *the* language of business?
- Are teachers/trainers needed?
- What about technology?

During this talk we will be examining the most important concepts underpinning these debates and how these new uncertainties will affect corporate business English training.

Mercedes Viola lives in Uruguay, South America. She holds an MA in TESOL. She is in charge of designing business English learning experiences for government-owned organizations, universities and many well known global companies such as Microsoft, HP, American Express, McDonald's, Deloitte, John Deere and MasterCard. She designs materials for business English clients and trains new teachers on business.

She is a writer for the Teaching English site of the British Council, the IATEFL BESIG Co-Web Coordinator and a member of the IATEFL Electronic Committee.

G3 **Storytelling in business** – adding value to our clients

Scott Levey

In the world of business, storytelling is making a comeback as a vital skill for leaders, managers and SMEs alike. By using energy, emotion and authenticity, our clients can use stories to present, sell, influence, inspire and lead. In this interactive workshop we'll look at what storytelling is and isn't, how it can be used in day to day business, and the skills and behaviours our clients need to be able to tell good stories in English.

We will then turn to three practical questions - How do we help our clients develop this skill? What are the obstacles we can expect to face? And how can we work with our clients to overcome them?

You'll leave with proven models, tips and activities so you can add further value to your clients business.

Scott is a Director at Target Training GmbH in Germany. He has 17 years of experience in providing practical & transferable language and soft skills solutions for corporate clients. Scott is one of the principal drivers behind the InCorporate Trainer®™ solution –a proven approach to in-house business English training, embedding trainers long-term within the client's organization. He's also a regular contributor to Target's popular blog (<http://www.targettraining.eu/blog>)

Presentation on behalf of **Target Training GmbH**

Printing this off and considering which sessions you would like to attend is useful and then marking them on the time table at the top of page one.

Looking forward to seeing you there!