

ENGLISH AT WORK - A HELTA CONFERENCE FOR IN-COMPANY TEACHERS IN NORTHERN EUROPE

8:30 Registration
9:30 Opening & Chair's welcome
9:35 Plenary (Ian Badger)
11:05 Break
11:30 Session block 1
12:30 Lunch & networking
14:00: Session block 2 (HELTA speakers)
14:30 Break
15:00 Session block 3
16:00 Break
16:15 Session block 4
17:15 Closing & Raffle

Opening Plenary Ian Badger

Taking a pragmatic approach to teaching English for the workplace
In this talk Ian Badger will discuss the pragmatic approach which he takes in communication training for large companies. He works with a wide range of learners (including 'native' speakers) whose levels range from A2 to C2 levels. He will illustrate his talk with examples from his work with supply chain networks where the ability to communicate clearly and to understand cultural and linguistic difference is key to successful operations. Learners often need help in:

- developing their cultural awareness as it applies to their everyday business and social interactions
- understanding forms of English other than the 'standard' they have been exposed to at school and college and in developing strategies to deal with them
- modifying their language to take account of the linguistic competence of their communication counterparts
- developing the specific language needed in their jobs. Contrary to some commonly-held beliefs, many learners do not know the everyday language of logistics or the technical language of the industries in which they work.
- developing a clarity of pronunciation which can be widely understood.

The aim of training for those working in the supply chain is, in the words of senior management, to help employees to be clear, polite and persuasive – but not to impose a very 'British' form of communication on them. When planning and delivering successful training it is important to work closely with senior management, team leaders and frontline employees in functions such as procurement, logistics, sales and customer service to motivate them and to engage them fully.

About Ian: Ian Badger has over thirty years of experience in delivering English communication training predominantly in the paper and engineering industries in Germany, Finland, Sweden and the UK. He is the author of the award-winning Collins English for Business Listening and the B1 and B2 levels of Collins English for Life: Listening. Among his other publications are the four-level series, English for Business Life (National Geographic Learning/Cengage), Everyday Business Writing (Pearson) and the listening component of Langenscheidt's Sprachkurs Englisch für Fortgeschrittene. His most recent publication is Flash on English for Business Conversations (Ernst Klett Sprachen). Ian is originally from London but has lived most of his life in Bristol, UK.

WORKSHOPS

Sara Bruun

Session block 1a

Make your students interested in their future

The use of digital tools opens up the classroom towards the whole world and are, today, necessary to be able to run collaborative and international projects. With programs such as Skype in the classroom students all over the globe are able to meet, speak, and work together in real time.

About Sara: Sara Bruun teaches English at a secondary school and at the University of Malmö. 2015 she was awarded The European Language Label by The European Commission. 2016 she was awarded The Royal Swedish Academy of Letters, History and Antiquities of outstanding achievement in compulsory and upper-secondary school teaching in modern languages

Liz Jolliffe

Session block 1b

Coaching into Motivation

This interactive workshop looks into recent research into motivation and how coaching techniques can reveal a hidden motivation students didn't know they had to improve their Business English skills and motivation at work. You will go away with some hands-on ideas you can easily apply in the classroom.

About Liz: Liz Jolliffe, Chair of ELTAF, is a British Business English coach and consultant and has lived near Frankfurt for nearly 40 years. She has been training Business English for 18 years in-company and also in her cosy kitchen, "Kitchen Coaching" over a hot cuppa. See <http://www.jolliffe.de>

Evan Frendo

Session block 1c

Teaching accommodation strategies in the business English classroom

Accommodation, "the process by which speakers adjust their communicative behaviour to that of their interlocutors in order to facilitate communication" (Cogo, 2012), is a key part of successful lingua franca communication. In this workshop we will try out some activities which can be used to develop this key skill.

About Evan: Evan is a freelance trainer, teacher trainer and author based in Berlin. A frequent speaker at conferences, he also travels regularly in Europe and Asia to run courses or to work as a consultant. Find out more at www.e4b.de.

Suzanne Vetter-M'Caw

Session block 1d

Ernst Klett Sprachen GmbH

Personalising Business Topics and Getting Learners to Talk

Giving learners plenty of speaking practice and increasing their professional self-confidence is one of the main goals in the Business English classroom. Let's see how Real Business English fulfils this goal by trying out some of the activities aimed at encouraging learners to talk about their jobs, departments and experiences.

About Suzanne: Suzanne Vetter-M'Caw lives near Frankfurt, Germany. After working for an international company, she became a freelance English trainer and examiner in 2004 and now specialises in Business English, teaching regularly in companies and offering business workshops. She is the author of the teacher's book for Real Business English.

Helen Waldron

Session block 2a

Bhutan, consensus and collectivity

Business English trainers teach international English or English as a lingua franca, but often frame it within a business model that is culturally biased. This talk reminds us of the coexistence of multiple business styles by taking a brief look at the business models of Bhutan, Scandinavia and Germany.

About Helen: Helen Waldron has been teaching English in-company for 35 years. She has a Masters in Education, has authored and co-authored books on teacher identity and global issues in the classroom.

Wilton Mills

Session block 2b

Introduction to teaching English online

The aim of this mini-talk is to pass on my experience in online training using the WebEx platform. I will demonstrate:

- a methodology which has found favour with my learners.
- the tools available on WebEx.
- the advantages of online training.
- the added value to trainer and learner

About Wilton: Wilton Mills has been teaching English in Hamburg for the last 23 years. He currently teaches at Euro-FH, BiTs University and a variety of companies in and around Hamburg. He is also Team Leader for the Cambridge Examinations and responsible for the Cambridge Speaking Examiners in Hamburg. He recently started training online and has four classes so far.

Vincent Wongaiham-Petersen

Session block 2c

Press „Release“ and GO!

Are press releases just for the journalists they are primarily written for or could our classes also benefit from them? In this workshop, we will look at some of the things we can do with typical releases and have a go at adapting them to our learners' more everyday needs.

About Vincent: Vincent started teaching Filipino 20 years ago and decided to start teaching another exotic language – English – some 9 years ago. Before EFL got a hold of him, he lived it up with the Bachelors in Communications and also partied hard with the Masters in Economics. In between not knowing what else to study, he takes on the mantle of DoS for Business English Training and Translation (www.business-english-hh.de).

Jim Faulkner

Session block 2d

Aspects of Contract Language

A brief look at expressions of obligation ('must'), discretionary rights ('may') etc, with an information sheet and accompanying exercise for classroom use. I look forward to a discussion with translators as well as teachers.

About Jim: Jim Faulkner, long-time Helta member, had a TEFL career over many years, teaching in schools, universities and companies. He holds degrees in TEFL and Law. His last job was to set up and lead the language programme at Bucerius Law School in Hamburg. Since his retirement he has been teaching privately. He believes that a modicum of contract knowledge is part of every business English trainer's armoury.

Bill Mascull
Cambridge University Press

Session block 3a

Teaching Business English: Creating your own exercises

I'll be looking at a range of potential exercise types for business English. I'll use examples from my Business Vocabulary in Use series, and also show how exercises can be created around the language needed by people working for the organisations where you teach, suggesting sources for this input.

About Bill: Bill Mascull has taught English in-company and trained teachers in the north of Sweden, the south of France, and Paris. He is the author of Cambridge University Press's Business Vocabulary in Use (Elementary/Pre-intermediate, Intermediate and Advanced levels, the latter two now in their 3rd edition, 2017), among many others.

Julie Wallis
block 3b

Session

Managers, Leaders and Listening Skills
Eaquals (Evaluation and Accreditation of Quality Language Services)

In all walks of life and in any language listening is a skill. Good listening skills are what makes a business person a true professional, whether talking to clients or colleagues. Transferring these skills into a second language needs thought and the teacher needs to take a new look at how to practice these skills so that it will be of benefit to the learner in the workplace. In this talk we will look at the theory of active listening and how to apply this theory to interactive listening activities to support learners, develop top down and bottom up processing and ensure self-confidence.

About Julie: Julie has been director of The London School in Thiene, Italy for 30 years. She runs courses and seminars for Eaquals and am an academic inspector for both EAQUALS and AISLi. She regularly work training business people in multi-national companies and she also runs courses for MA students studying Management Engineering at the University of Padua. Thirty years of experience in management roles both in The London School and abroad, has led her to believe that, as teachers and professional coaches, we need to be helping students to develop the skills they call on in L1 and transfer them to L2.

Paul Dummett
Promoting clear expression
National Geographic/Cengage

Session block 3c

Much of what we do in work is a performance in which clear, convincing expression is key to making an impact and persuading others. Using examples from Keynote (NGL), this workshop explores how, by focussing on performance in speaking turns – meetings, short presentations - we can develop clear expression.

About Paul: Paul Dummett is a teacher and writer based in Oxford, UK, where he ran his own school teaching English to professionals from 1996 to 2006. He is now a full-time writer and has published several Business English titles, including Success with BEC (Summertown, 2008) and Energy English (Cengage, 2011) and Keynote (NGL in collaboration with TED talks, 2016). His main interests are in needs-based teaching, critical thinking, memorization and improving speaking performance. He enjoys travel, exercise and live music/spoken word performance.

Michelle Hunter & Ben Dobbs
A-Z Coaching in the Global BE Classroom

Session block 3d

Alternating between student and teacher perspectives, you will explore ideas for using 3 lesson plans from the A-Z Coaching book with fellow trainers and certified coaches, Michelle and Ben. You will leave the workshop with material tailored to suit your own situation and learners - individuals or teams, local or global.

About Michelle: Michelle is based in Stuttgart working as both Business English company trainer and university teacher since 1998. Certified coach since 2012 and holder of a MA in Coaching in Education, Michelle strives to incorporate coaching principles into her teaching practice.

About Ben: Based in Dublin and working internationally, Ben is a corporate trainer and executive and leadership coach. He has delivered training in a wide range of high market capital international companies and worked with around 70 nationalities in Ireland, the UK, China, Russia and across the GCC and Europe.

Mandy Welfare

Session block 4a

Catering to lower-level business English classes

In this session, we will discuss our perceptions of the role of a business English trainer, explore the nuances lower-level classes present and delve into how activities can be tailored to suit lower level in-company students. We'll also draw on research on how to incorporate observation guides in your classes.

About Mandy: Mandy Welfare does translations and communications at Freie Universität Berlin, where she also gives tailored training to HR employees. She has delivered business English and communication training in Germany, Finland and Spain and is a Hueber and Cornelsen author. Furthermore, she is the blog editor for her local teaching association.

Susan Holden & Andreas Grundtvig

Session block 4b

The native and non-native teacher debate: opening up the discussion.

(Panel discussion)

Pilgrims Teacher Training & Cambridge Exams Centre Hamburg

Discussions and developments about the type of English needed in the workplace, within the context of its use for global communication, continue to raise questions and introduce arguments. These include views about both the target language and the relevant strengths and weaknesses of native and non-native speakers of the language as its teachers. It is also more complex and wide-ranging than many people realise. It affects people's personal lives and professional possibilities. This open discussion provides an opportunity to exchange experiences and perspectives.

About Susan: Susan Holden has a long and varied experience as a teacher, teacher trainer, magazine editor, publisher and author. She is now based in Scotland, where she runs a small publishing and materials development company. Her publications as an author include titles for adult learners, as well as for teacher training.

About Andreas: Besides being employed full time as teacher at the *Berufliche Schule für Medien und Kommunikation*, where he also runs the Cambridge Examinations Centre, Andreas is a teacher trainer, author and founder of *Teachers 4 Schools*. He is also HELTA Chair.

Rob Szabó

Session block 4c

But how do we show ROI?

(Panel discussion)

Training organisations need to show their clients that they are successful in providing employees with improved language and communicative ability. But how is this best done? Proving Return on Investment (ROI) in language training is a complex challenge and institutions have responded with various strategies. In this panel discussion, we will discuss the underlying complexity behind saying anything authoritative about learner progress, as well as evaluating a few approaches that have emerged over the years.

About Rob: Rob Szabó is the Director, Pedagogy for Business Language and Communication at Learnship. A former IATEFL BESIG Committee member, Robert holds a Master's Degree in Education with a specialization in Applied Linguistics and is interested in data-driven management,

curriculum design and training product development.

Simona Petrescu

Session block 4d

What makes good writing in a professional setting?

Cambridge Assessment English

The workshop aims to demonstrate that the Writing assessment criteria in the Cambridge Business English Qualifications can also be used as guidelines for effective writing in real-life professional settings, beyond the exams themselves. The session focuses on B2 Business Vantage at CEFR B2 level.

About Simona: Simona Petrescu is a former corporate trainer, teacher trainer, as well as materials writer. In her current role as a Development Support Manager for Cambridge Assessment English, she provides consultancy, leads teacher training seminars, and supports teachers interested in adopting the Cambridge English Qualifications.