

# Cambridge Corporate Day Frankfurt/Main 20 February 2010

9:15 – 9:45

## ***Plenary Discussion***

### **What are the Challenges for English Teachers in today's Globalised Business World**

The globalised business world is changing faster and more unpredictably than ever. How does this affect teaching? What challenges do teachers have to face? How can you meet these challenges? Join us for a discussion!

10:00 – 11:30

## *Workshop A*

### **Preparing your students for the World of Work – an Introduction to the new Cambridge ESOL Business Skills Seminars, Laurence Henry (Cambridge ESOL)**

In today's highly competitive business environment, students in your Business English classes expect more – a lot more. Cambridge ESOL has developed a series of business skills seminars designed to help you give your students the practical, real-world skills that they can take from class and put immediately into practice. In this workshop you will get an introduction to different Business Skills seminars and tips on how to incorporate them into your general Business English as well as your BEC examination preparation classes.

## *Workshop B*

### **Teaching English for Specific Purposes, Evan Frendo (Cambridge ESOL)**

How is English for Specific Purposes (ESP) different from general English? How can you as a trainer teach ESP classes even without being an expert for a certain subject, such as law or finance? This workshop will give you further information and tips for ESP classroom activities and also explore sources to find useful ESP material. You will also get to know the new ESP exams for the legal and finance sector – ILEC (International Legal English Certificate) and International Certificate in Financial English (ICFE) – offered by Cambridge ESOL.

## *Workshop C*

### **Blended Learning - 10 Keys to Success (Part I), Deborah Capras (Business Spotlight)**

This workshop will look at how to successfully design, structure and implement blended learning into your business English lessons using the "Business Spotlight Blend". Learn how to exploit print, audio and online material to create an up-to-date business English course. Discover what kind of blend works best for you and your students.

12:00 – 13:30

## *Workshop D*

### **Friend or Foe? New Technologies and Business English, James Schofield (Cambridge ESOL)**

I would like to do three things in this workshop: first, provide a rapid overview of some of the new technologies available to business English trainers and suggest some ways of exploiting them. Second, focus on the Cambridge Financial English blended learning course as a practical example of new technology being implemented effectively. Third, offer a chance for us to discuss the benefits and risks provided by these new possibilities.

## *Workshop E*

### **Cultural differences at work - do they really matter? (Part I), David Shallis (Klett)**

In this workshop we will be looking at some of the underlying reasons for intercultural misunderstandings in the workplace, and considering how – and how far – we as teachers can help our learners in this area. Examples will be taken from Business Benchmark.

## *Workshop F*

### **Blended Learning - 10 Keys to Success (Part II), Deborah Capras (Business Spotlight)**

See above

14:15 – 15:45

*Workshop G*

**Effective Techniques for Speaking in the World of Work**, Diane Oliver (Cambridge ESOL)

Teaching students how to speak effectively is one of the most challenging tasks a teacher is confronted with. Speaking in a business context can be daunting in your mother tongue, so it is even more intimidating in a foreign language. This seminar aims to provide teachers with strategies they can practise with their students to improve their speaking skills, both in discussions and when speaking alone. The focus is practical and there will be plenty of useful ideas for classroom activities.

*Workshop H*

**Cultural differences at work - do they really matter? (Part II)**, David Shallis (Klett)

See above

*Workshop I*

**What is international English? Or more importantly, what is it not?** Judith Mader / Dr. Rudolf Camerer

There is widespread agreement among experts that the number of intercultural encounters in which English is not the native language of any of the interlocutors is greater than those in which native speakers take part. This variety, referred to here as *International English*, is or will become the rule rather than the exception. We will try and answer the question of what International English is by means of video and print examples from TV news channels and academic and business publications. It is clearly not a case of 'anything goes' but also not one of clearly defined language features. The answer to the question may well lie in the second part and be relevant to the setting of standards in the teaching of English for business purposes. The session will demonstrate how authentic examples of international English can be used in business English lessons and provide guidelines for identifying the English that learners in business really need and how to provide them with this. The target group of learners we have in mind is at or above level B1, but the principles can be applied to lower levels.