




BESIG 2001 Online Version Table of Contents

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Please note that the following are also on the website for download

-  Both a delegate's and speaker's registration form
-  Hotel booking form
-  An overview of the conference

This online version is without advertisements and is A4 formatted to minimize printout. The mailed version is A5 and much more reader friendly.

Conference Timetable

Friday 16 November

16.00 – 18.15	Registration and Book Exhibition
18.15 – 18.45	Official Conference Opening by the British Ambassador to Berne Mr Basil Eastwood and Mr Ulrich Gygi, Swiss Post CEO
18.45 – 20.00	Wine reception offered by Swiss Post Office

Saturday 17 November

08.30 – 09.00	Registration and Book Exhibition
09.00 – 09.45	Plenaries A
09.45 – 10.15	Coffee Break and Book Exhibition
10.15 – 12.00	Workshops B, B/C and C
11.30 – 13.00	Lunch and Book Exhibition
12.45 – 14.15	Workshops D
14.30 – 15.15	Plenaries E
15.15 – 15.30	Coffee Break and Book Exhibition
15.30 – 17.00	Workshops F
17.15 – 18.00	BESIG AGM for BESIG Members
17.15 – 18.15	Post Buses leave for Gala-Dinner
18.45 – 22.30	Gala-Dinner, Hotel Kreuz, Dorfstr. 30, 3123 Belp Grand Conference Raffle (unclaimed prizes can be collected from reception desk, Sunday morning)

Sunday 18 November

09.00 – 09.45	Workshops G
09.45 – 10.15	Coffee Break and Book Exhibition
10.15 – 11.05	Workshops H
11.15 – 12.45	Workshops I
12.00	Book Exhibition closes
13.30	Building closes and Farewell till 2002

A message from the conference organiser

Greetings from Berne, from an enthusiastic BESIG committee, very much looking forward to welcoming you here to the beautiful, spacious Post Head Office. It promises to be a BESIG conference in optimal conditions. I have great pleasure in introducing the new look BESIG conference brochure. Let's look at some possible questions that you may have about the new formula.

Why is the programme so small?

- So that it is easier to carry around with you at the conference. Please note that this is your programme and that you will only receive a timetable at the conference itself.
- **Please bring the programme with you.**

Why must I reserve my workshops now?

- Choosing the talks and workshops you wish to attend before the conference allows you more time for networking and visiting the book exhibitions.
- It ensures that you have a place in the workshop and do not need to get there early to be sure of a seat. There will be name checks on the door to make sure that pre-reserved people get in first.
- It means that the speakers know how many people to expect and can prepare photocopies accordingly.
- It means that the organisers can allocate correct sized rooms for the workshops.
- **When registering, don't forget to choose your workshops, talks etc.**

Why should I pay and send back my form immediately?

- Last year's BESIG conference in Munich had to turn away many disappointed, last minute applications. They were able to take 420 participants.
- We have a space limit of 300 for the opening ceremony and cocktails on Friday evening.
- We have a space limit, linked to security, of 400 for Saturday and Sunday, so we cannot go over this limit.
- **Please note that you will not be registered until your payment has been received, so to benefit from Early-Bird prices, your payment must arrive before 30 August, 2001.**

Why should I write clearly and in block capitals?

- Have pity upon the poor volunteer workers who try to read unreadable names and have to re-contact people who have forgotten to fill in certain parts of the form. This happened a lot last year and doubled the amount of voluntary work necessary. If we can't read it, we can't process it. *Easy to read forms, accompanied by payment will be processed first.*
- **Please help us to say at the opening ceremony that all the forms were perfectly filled in and easy to process.**

Why should I attend the Saturday evening Gala Dinner?

- Because it's going to be a fantastic evening, with wonderful Bernese specialities to eat, beautifully served in a specially decorated hall with non-stop entertainment on an easily visible stage.
- Because it's great value for money (for Switzerland!), being subsidised by the Swiss Post Office.
- **Because the raffle will take place during the evening, but anyone not attending can pick up their prizes Sunday morning at reception.**

I hope that I have cleared up any questions and that you will now send us your form and your payment. We want to make this the best conference ever for you, so please help us to do this by following the advice of a famous brand of sports shoe, JUST DO IT (NOW)!

Very much looking forward to seeing you in Berne,

Zelda McKillop
Conference Coordinator

Thanks and Acknowledgements

Words can't express the intense pleasure it is to work on the organisation of BESIG 2001 with JoAnn, Karen, Steve and Fredi who have been involved from the start. Their constant hard work, good humour, teamwork, mutual support and wealth of wonderful ideas are making a tough job not only easier but actually enjoyable (most of the time!).

Thanks also go to Rebecca, Avril, our wonderful Webmaster Duncan and the other BESIG committee members who are so supportive and helpful. Marianne, Brett and Sonja are also adding their very valuable contribution to the organisation.

The Swiss Post Office is being wonderfully supportive too, not only in subsidising the conference, but also many of its staff will be giving their time and are working hard to help make the conference a great success. A special thanks to Mr. Fritz Schmutz, Director of Human Resources and Mr. Hans Gurtner, Head of Management Training, for their immediate support for the project. Warm thanks to Mr Markus Hoffer for being so helpful with the infrastructure and logistics. Thanks also to Mrs Brigitte Heller, our friendly Post restaurant manager and her staff, for making sure that we will not starve to death during the conference.

A very big thank you to our speakers who responded so rapidly to a very short deadline.

We must all thank the exhibitors, without whom the conference would be much more expensive and who sponsor so many speakers. Please visit their stands where you can see all the latest products on the market today.

Finally, thanks to all conference participants, in anticipation, for helping to make our job easier by filling in the forms rapidly and completely! Please help us to make BESIG 2001 the best and most enjoyable conference ever.

Zelda McKillop
Conference Coordinator

Social Events

- **Welcome Cocktail and Official BESIG Conference Opening**
Friday 16 November, 2001
18:00

We have great pleasure in announcing that the official opening of the conference will be done by the British Ambassador to Berne and the Swiss Post CEO. This will be followed by a cocktail offered by the Swiss Post Office and restricted to the first 300 participants to enrol. The event will close at 20.00 to enable the staff to prepare for the Saturday conference, leaving everyone free to visit Berne and to sample its many wonderful restaurants and bars. (see the suggestions for restaurants with the information about getting to the Swiss Post Head Office)

- **BESIG Gala Dinner Saturday**
17 November 2001
Restaurant Kreuz, Dorfstrasse 30, 3123 Belp
18:30




Don't miss the wonderful Gala Dinner which promises to be the event of the year. Come along and taste the 3 course Bernese speciality menu, with a vegetarian version too of course. The room will be decorated in typically Swiss style and we have arranged a total Swiss experience of entertainment for the whole evening, including flag throwing, alphorn blowing, folk dances, songs and yodeling. There will also be sketches, in English, by an English theatre group in Berne. Steve Pawlett will be your master of ceremonies and I'm sworn to secrecy about what he will be wearing! As the stage is a very high one, visibility is good from all tables.

We will be leaving the conference venue between 17.30-18.00 and you will be taken by yellow Post Buses directly to the restaurant and returned to Berne afterwards, also by Post Bus, between 23.30 and 24.00. The cost is CHF 50/- and the event is heavily subsidised by the Swiss Post Office, therefore being very good value for money. Please note that drinks are not included in the price.

Looking forward to seeing you all in Belp.

Registration Information

Deadlines (all prices and fees can be found on the registration form you will find inserted in the programme)

 Speaker's Registration	30.08.01
 Early Bird Registration	30.08.01
 Normal Registration	31.10.01

Please Note

1. Registration is not complete until both the completed registration form and the fees have been received.
2. Membership discounts apply to IATEFL members: join at www.besig.org
3. The registration fee includes:
 - **Wine Reception**, offered by the Swiss Post Office, 18.15 Friday (limited: the first **300** who sign up)
 - **Conference Participation** and documentation
 - **Lunch** on Saturday
 - **Coffee/tea**, biscuits, fruit during breaks
 - **AGM** (those attending AGM and evening dinner will have **reserved seats** in the restaurant for the Gala Dinner)
4. There is an extra charge to be added to the normal fee (for members and non-members alike) whose reservation form **and/or** fees are received after the 31.10.01 deadline.
5. Send your payment to the BESIG Conference Postal Account No. 30-175443-6 (see next page).
 - Cancellations received before 25. **September 2001** will incur a 50% cancellation charge to cover administration costs.
 - Cancellations after this date will **not** be refunded.
6. Please refer to the Hotel Registration Form inserted in the programme for hotel booking information.

Bank / Post Office Payment Details Cheques are not accepted

BIC/SWIFT-address	: POFICHBE
Beneficiary Bank	Swiss Post – Postfinance Engenhaldenstrasse 37 CH-3030 Berne Switzerland
Beneficiary	30-175443-6 (Post account no) 14 th BESIG Conference Berne Weber McKillop Holenackerstrasse 17 CH-3027 Berne Switzerland

Important!!!

- Please remember to bring this programme with you to the conference.
- **Reservation of workshops is on a first come, first served basis so register early.**

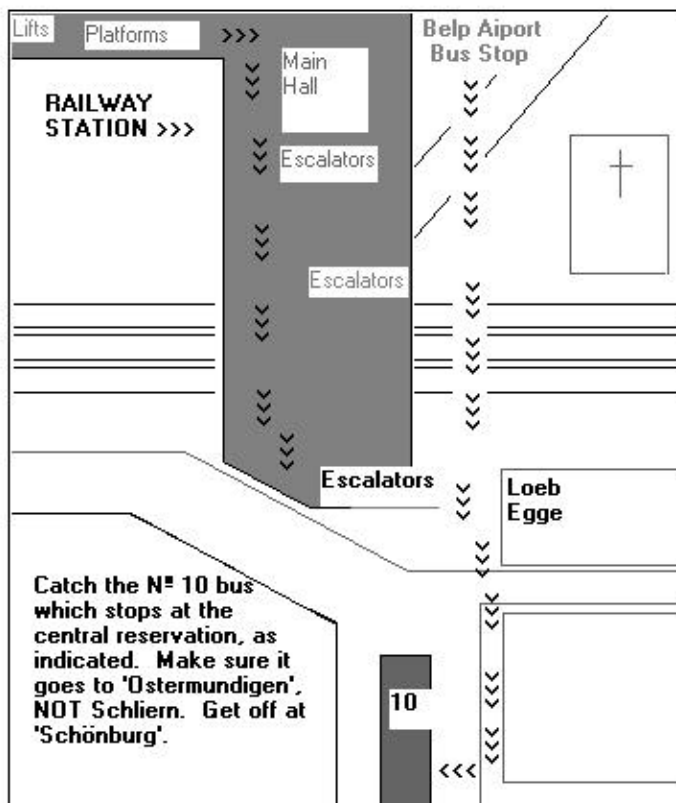
For your convenience, keep a record of your registration details below:

I have paid CHF _____ to cover registration as follows:

- | | | |
|--|-----------------------------------|--|
| <input type="checkbox"/> Early Bird Registration | <input type="checkbox"/> Late Fee | <input type="checkbox"/> Saturday Evening Dinner |
| <input type="checkbox"/> Normal Registration | <input type="checkbox"/> Speaker | |

	Saturday, 17 th November					Sunday 18 th Nov			
	Slot A	Slot B	Slot C	Slot D	Slot E	Slot F	Slot G	Slot H	Slot I
1 st Choice	_____	_____	_____	_____	_____	_____	_____	_____	_____
2 nd Choice	_____	_____	_____	_____	_____	_____	_____	_____	_____
3 rd Choice	_____	_____	_____	_____	_____	_____	_____	_____	_____

Directions



Catch the N° 10 bus which stops at the central reservation, as indicated. Make sure it goes to 'Ostermundigen', NOT Schliern. Get off at 'Schönburg'.

From Berne Main Station

After you get off the train from Zürich/Geneva airport, follow the stairs or ramp down into the train station, which is underground. You will come into a wide underground corridor. There are three elevators/lifts at one end. Go the other direction to the main hall of the train station - look for the departures board. Here go to the right and walk all the way through the station to the very end. Turn left and go up the escalator or take the lift. You will come out in front of the Loeb department store. If you get lost, ask for 'Loeb Egge' (pron. Lerb Edge). Go to your right and cross the road, then carry on until you reach the No. 10 bus stop, direction 'Ostermundigen'. Take this bus and get off at the 6th stop - listen out for 'Schönburg'. On alighting, continue walking in the same direction the bus was driving in, and you will shortly see the Post Head Office on your right. We'll be waiting for you in the foyer/reception area.

Berne boasts a variety of restaurants to satisfy your palate. For more information, your best bet is to visit:
<http://www.gastro-schweiz.ch/berntour.htm>

Among others, we recommend:

- Kornhauskeller - excellent Italian cuisine (Kornhausplatz 18)
- Roadhouse restaurant - excellent American food (Zeughausgasse 12)
- The Old Tram Depot - Swiss & they brew their own beer! (Grosser Muristalden 6)
- Churrasco - Mexican Cuisine (Aarberggasse 60)
- China Imperial - good Chinese cuisine (Bärenplatz 21)

From Belp Airport Shuttle Bus

Get off the bus and cross the main road leading past the station. Walk past the church and cross the tram lines until you get to Loeb Egge. Then follow the instructions above for catching the N° 10 bus to Schönburg (direction Ostermundigen)

Workshop Descriptions

Workshops Saturday 17.11.2001 9:00 to 12:00

Plenaries A – Saturday 09.00 – 09.45

A 1 Donna, Sylvie Addressing our clients

Sylvie Donna will consider various aspects of needs analysis in the context of Business English. She will discuss some of the many possible reasons why teachers or managers often do not manage to adequately analyse or address their clients' needs and will look at some typical problem area. She will also suggest some practical ways of finding out about clients' needs and addressing them adequately.

A 2 Koester, Almut J. How business-like is Business English?

'Small Talk' or 'socialising' is now taught as part and parcel of most Business English courses. Nevertheless, it is usually considered as an add-on, occurring separately from 'real' business activities. This talk draws on recent research into workplace conversations, and argues that social or interpersonal aspects of interaction play a central role throughout business communication. Examples from business and office conversations show that interpersonal concerns influence speakers' linguistic choices at all levels of language use, from longer stretches of talk down to individual words. How can (or should) such features of real-life interaction be integrated more into Business English teaching?

Workshops B – Saturday 10.15 – 11.00/11.05

B 1 La Fond, Charles Knowledge Management in the Classroom?

Very common in today's business world, this business buzzword is nonetheless quite difficult to define. This presentation examines its development, analyses the knowledge processes involved and looks at the 'conflict' man vs. machine. The presentation is designed on the one hand to enlighten the listener regarding the theory of knowledge management and on the other hand to question what applications it may have for us in the classroom. A lively discussion on possible implications for us as trainers rounds off the presentation. If you want to learn more about knowledge management, this is the presentation for you!

B 2 Hohl, Christoph Efficiently Teaching Business Writing A Busy Learner Centred Approach

We will explore classroom-time saving ways of teaching the appropriate vocabulary and forms of modern written business communication. Using the course book 'Please Write' (ISBN 3-95205396-1), which was designed for this method, we will highlight the role of the teacher as facilitator and monitor of learners' activities. These will range from listening to messages, reading correspondence, style selection and vocabulary building to step-by-step development of individual message writing and production. The approach relies on teaching to learn in- and outside the classroom. Specimen copies of the book will be available. It includes basic working instructions in German.

B 3 Beale, Richard Casing the Company – Enlarging your portfolio

All things to all people? How can you be a guru in every discipline? This talk will illustrate the importance of what matters to students, how they are appraised, their Key Result Areas and thereby the importance of understanding their real language needs. So often it is not specific language that is needed but the ability to discuss situations with colleagues and customers of different nationalities. A combination of appropriate material, your own experience and a little investigation will enable you to gain the confidence of your students not only as a language teacher but also on a business level.

B 4 Pickford, Pamela; Setting new standards in business Pilbeam, Adrian; English teacher training Brieger, Nick

Business English teacher training has had a troubled history in recent years, especially in terms of standards, quality assurance and validation. For this reason, in January 2001 London Guildhall University's Teacher Training Unit initiated a new academically-validated internally-run certificate course carrying 10 postgraduate credit points. After consultation with LTS Training and Consulting and York Associates, the course was extended in March 2001 to include partner institutions in the expectation of it becoming the definitive business English teacher training certificate. The course sets new standards in quality assurance in business English teacher training, both in terms of content and assessment procedure. In this talk, we will discuss the course content and encourage debate about the directions for business English teacher training in the future.

B 5 Black, Tim In-Company teaching Business English

The purpose of this talk is to examine in-company teaching and its relationship with business English. By firstly outlining what in-company teaching is, we will be able to understand better what our role is within a company and so be able to draw up a list of guidelines which outlines our role within the company. Having established this, we will see how business English is incorporated into in-company teaching and so conclude with a number of business teaching options that are open to us.

B 6 Sprengel, Rebecca My student is the CEO: the difference matters

Teaching senior executives and/or Board Members can be both daunting yet rewarding. The aim of this talk is to look at the differences between one-to-one for senior exec. And 'normal' group training. We will also discuss the role of the teachers, how they can best deal with the difference and how they can benefit.

B 7 Chamberlain, James An Introduction to the Theory of Intercultural Communication

This talk offers a nutshell introduction to intercultural communication (ICC) theory for the as yet uninitiated. We will make a tour de force of the various disciplines that have influenced ICC theory, such as anthropology, sociology, psychology, and communication theory. These theories will be illustrated with activities that demonstrate their practical application. (See also I 8)

☞ Workshops B/C – Saturday 10.15 – 11.45

(Please note that B/C5 and D3 are one 3 hour workshop with lunch in the middle).

B/C 1 O'Dell, Felicity Nothing to lose but our chains – ELT in the IT Revolution

The workshop will look at how the technological revolution is affecting the English language, language teaching and learning and our lives as professionals. It will consist of some presentations in each of these areas followed by workshop activities and discussions as to how we can make the most of the opportunities which the technological revolution offers.

B/C 2 Sunderland, Martin CE – a business English programme providing personalised testing & learning courses

Corporate English is designed around the fact that each mature learner has different learning needs. Corporate English has two parts, united by a network server. One is a learner system which first analyses the client's learning needs and then creates a course which specifically reflects the identified needs. The learner-generated course is drawn from a materials base of over 500 interactive learning modules and delivered from the server. The second is an administration system which assists the trainer to keep in constant contact of the learner's strengths, weaknesses and progress, and respond dynamically to the learner's needs. Corporate English adds a new dimension to language training.

B/C 3 Rado, Ljerka Integrating Business Communication Skills into a Content-Focused Course

Content-focused course books are rather popular in teaching pre-service students of economics. Although most of them provide good reading exercises, our students may not share this view. To maintain their interest, we sometimes need to diverge from the familiar format of the book. This workshop will introduce several communicative activities that will motivate the students to read even lengthy texts, giving a purpose to reading other than completing true/false exercises and the like. The activities can be used in large and heterogeneous classes.

B/C 4 Pawlett, Steve Trainer as Coach: Giving Feedback

A little nervous giving feedback on business skills like presentations? Think of the trainer as the coach, not the performer, but an advisor on how to perform more effectively. Even the best performers in the world have coaches. This workshop will give you the necessary feedback tools to use in any Business English. We will cover: Areas to give feedback for the major business communication skills. Quick tips for giving feedback on writing. Setting feedback parameters. The feedback cycle.

B/C 5 & D 3 Daldry, Heather The Cambridge Revised Business English Certificates: 21st century business!

This workshop is intended to familiarise teachers with the UCLES approach to BE assessment using examples from the revised Business English Certificates, to be introduced in March 2002. The changes to the exams have reflected both developments in the business field as well as in assessment. We will discuss the examination and its usefulness to students of BE, reviewing the assessment methods, using examples of

candidates' written work and video samples of the Speaking Tests. Important to the examinations is their impact on the language classroom: we will discuss how exam preparation can be integrated into the BE courses.

Workshops C – Saturday 11.15 – 12.00

C 1 Christie, David Business English for Real Beginners

While there are business English materials around for false beginners, far fewer course books on the market today are aimed directly at real beginners. This presentation is a look at the general principles inherent in teaching English to genuine first-time business learners and an introduction to a new course which sets out to meet their needs: Business English for Beginners (New Edition).

C 2 Nieragden, Göran The Soft Skills of Learning and Teaching (Business) English

The presentation deals with the importance of the recent notion of soft skills for work-related language coaching, especially its role in Business English. It is argued that soft skills form not only a crucial and increasingly important topic in careers and career negotiations, but are also part and parcel of an adult language tuition that tries to take seriously learners' (and teacher's) personalities. Both a number of general principles and concrete examples of making Soft Skills 'work' in the classroom are discussed.

C 3 Langsch-Brown, Beverly Evaluation of Business English Examinations for the Tertiary Level

Our business university students, who enter with a First Certificate level in English, require an internationally recognised English exam qualification at the end of their three years of studies. Until June 2001, the CEIBT examination from UCLES was written. Since its discontinuation was announced, it has been necessary to evaluate examinations available and choose a replacement. This talk will focus on the criteria deemed important for our students. A comparison of the examinations from bodies such as the LCCI, BSCC, Pitmans, UCLES will be provided. Other institutions that have had experience using such examinations or working with exam bodies will be asked to participate in the discussion.

C 4 Rosenberg, Marjorie Music in the Business English Classroom

Many business people find that their musical intelligence is one which is not often tapped either in their working days or in their business English classes. Come to this practical workshop and find out how music and songs can be used to help learners acquire both new vocabulary and language functions in a relaxed and enjoyable way.

C 5 Koblizkova, Andrea Possible directions of cross-curricular links

Presentation will be given on possible implementation of certain elements of Human Resource Management in Business English teaching/learning, its reasons and benefits. A syllabus of a new university course, materials and methods used so far for piloting will be demonstrated and a brief overview of a target group of students will be provided. Emphasis will be put on practical outcomes and aspects of the course.

C 6 Wallwork, Adrian International Express: Helping students to understand authentic spoken English

In this two part talk Adrian Wallwork will tour the first unit of International Express Upper Intermediate highlighting how it follows the same structure as its predecessors in the series but has greater emphasis on speaking and listening. Then using examples from some of the recordings – including interviews with Bobby Charlton, Martha Lane Fox (lastminute.com) and Mark Ellingham (Rough Guides) – he will show how to help students understand the mechanics of fast spoken English and thus to improve their listening skills.

Workshops D – Saturday 12.45 – 14.15/14.20

D 1 Pilbeam, Adrian Evaluating international and Intercultural competence – an assessment centre approach

As business becomes increasingly global, more people need to work internationally, either on a project basis or on longer term expatriations. It is well documented that selecting the wrong person for an international assignment can have far reaching consequences, both for the individual and his or her family, and also for the organisation. At BESIG we are well versed in assessing people's language competence. But how can we evaluate their intercultural competence and suitability for an international assignment? This workshop will examine the competences required to be a successful manager internationally. This will be followed by a description and demonstration of some of the tasks and activities in the International Management

Assessment (IMA), a tool designed to aid companies in the selection and development of managers for international roles.

D 2 East, Paul & Davis, Stuart E-publishing for Business English Trainers

This presentation/workshop will give an overview of what e-publishing is and the possibilities it presents to trainers. E-books are easy to create enabling trainers to write, promote and sell their work independent of a publisher. We will be showing examples of e-books and participants will have the opportunity of doing some activities demonstrating the flexibility of electronic publishing. Due to computer availability problems, please let us know if you can bring a laptop (paul.east@t-online.de). A 100-plus page handout on e-publishing aspects will be in a digital form.

**D 3 Daldry, Heather The Cambridge Revised Business English Certificates
See B/C 5 for details**

D 4 Donna, Sylvie Model-mentoring in a one-to-one teaching situation

Model-mentoring is a new concept in ELT which takes its inspiration from ideas in management about the role and value of 'mentors' in professional development, and which also acknowledges the value and need of 'models' in language learning. Having introduced the idea briefly in her book *Teach Business English* (Cambridge University Press 2000), Sylvie Donna will now explain the rationale behind this approach in more details and will demonstrate how model-mentoring might work in practice.

**D 5 O'Connor, Philip Triggering participants' real values
in intercultural training**

Participants on intercultural training seminars usually enjoy the experience. What is more questionable is whether the training really 'works' and helps them to be more inter culturally effective. This workshop will examine problems which may be inherent in some intercultural training materials and methodology. Ways of avoiding these problems will be suggested – in particular there will be a focus on how to trigger people's value systems and in this way help them to understand the impact of culture on work. Participants at this workshop will get to experience a number of training activities.

D 6 Stesik, Andrzej From vocabulary to lexis – a journey in Business English

In teaching the language of business our aim is usually to help students communicate more effectively in their jobs. This necessitates concentrating on communicating meaning in the language learning / teaching process. Since the main carrier of meaning is lexis, it is lexis that deserves a lot of attention in the classroom. In my workshop I'm going to review the category of lexis and suggest ways of using actual texts to teach topic-specific language.

**D 7 Finger, Matthias Continuing Professional Education for Managers within
a Learning Organisation**

Most enterprises today offer numerous opportunities for continuing professional education to their managers, both inside and outside of the organisation. At Swiss Post these various offerings are part of a larger concept of 'organisational learning', which has guided Swiss Post's transformation from an administration to an enterprise. This presentation will outline the changing philosophy, contents, and practices of Swiss Post when it comes to management learning, and relate these changes to the enterprise's profound structural and cultural transformations of the past 10 years.

D 8 Johnson, Christopher World Wide Web Tools for Language Teaching

Different Internet tools, many of which can be downloaded for free, will be presented. In addition, we will look at the advantages, technical requirements, and required know-how to implement Web-based language training or Web-based support. Delegates will be introduced to getting World Wide Web language training content up and running as fast as possible, as well as a recommended plan for using the WWW in language teaching. Topics include finding content, generating exercises for the Web, and using different types of communication tools (e.g. chat, whiteboards, discussion forums, and videoconferencing).

D 9 Ajduk, Milica A practical Approach to Teaching Clauses of Contrast

Gives a practical approach to teaching/practising clauses of contrast. Suggests ways of getting students engaged in plural exploratory work – practising clauses of contrast – by analysing various aspects of the segments of the business world they have already gained knowledge about – thus getting further insight into them. Shows how students with previous work experience bring benefit to the class by being encouraged to use their knowledge of the business world – the world of contrast – in the process of learning – enhancing their linguistic knowledge – thus making it a thinking process and an emotional experience.

D 10 Chorvat, Jan Teaching Business Negotiations to Future Managers

In the presentation I would like to share experiences gained during the preparation, teaching and evaluation of the course 'Business Negotiations in English' designed for students of economics – future managers. The aim of the course is to develop 1) language skills (listening, speaking, reading and writing), 2) negotiation skills (basic principles of negotiations, how to avoid common negotiation mistakes, etc.), 3) interactive skills and the ability to communicate effectively, as well as 4) cross-cultural awareness. At the end of the course students are encouraged to present their projects. Their presentations are videotaped and then assessed.

D 11 Meise, JoAnne Business English – for Managers only?

In many companies, English training is focused on the needs of executives: meetings, negotiations, presentations, etc. But what about the people who are the 'face' of the office? The ones who are often the first contact for foreign business partners? This informative and entertaining workshop will address the need for language training targeted at assistants, secretaries and office staff. Participants will also have the chance to try out training activities from the new book 'English for Office Communication' by Cornelsen and Oxford University Press.

☞ Plenaries E – Saturday 14.30 – 15.15

E 1 Claypole, Maurice Chaos and Dynamism in Business English

Language is a dynamic process, the hallmarks of which are self-organisation, self-similarity and chaotic determinism. The current emphasis on the grammatical, structural and cultural elements of Business English do not reflect the true nature of language as a living, changing force. Instead of seeking simple solutions to complex problems, teachers of Business English should be looking beyond existing course books and current theories to the lessons learned by other disciplines.

E 2 House, Juliane Developing Pragmatic Competence in English as a Lingua Franca

As the world's most widespread lingua franca, English is today more often a 'language for communication' than a 'language for identification'. However, very little is known about the nature of lingua franca interactions, and the type of competence needed to master them. In this paper, I will try to remedy this situation by 1. presenting results of recent empirical research, and 2. using this research to make some concrete suggestions for developing learners' competence in English as lingua franca interactions. My focus will be on cross-cultural misunderstanding, face management, and achieving a balance between politeness and efficiency.

☞ Workshops F – Saturday 15.30 – 16.30/16.35/17.00 BESIG AGM 17.15 – 18.00

F 1 Claypole, Maurice Implementing Chaos Theory in the Classroom

It is all very well to point to new models of language acquisition and develop fresh insights into the nature of linguistic structures, it is quite a different matter to implement them in the classroom. This workshop will show how the theory presented in the plenary talk can be transformed into practical work in the classroom.

F 2 Ali-Lawson, Debra Independent Learning with Portfolios

This workshop will provide participants with the reasons for introducing portfolios of reading, writing and listening as a course requirement for students of Business English at the University of Applied Sciences Bern, School of Business and Administration in Switzerland. Participants will: 1) gain insight into what such portfolios can entail, the processes students go through when creating portfolios and how such evidence of learning can be assessed and integrated into a school's evaluation system; 2) be given the opportunity to study examples of student portfolios and to discuss how such an instrument can be adapted to suit a variety of course types; 3) be able to raise questions regarding the assessment of such work and to suggest and discuss alternative systems.

F 3 Emmerson, Paul Using Business Builder for BEC Speaking and Writing

Business Builder (Macmillan Heinemann) offers you photocopiable stand-alone worksheets in every area of business communication. Mix and match to build a complete short course, or use them to supplement a course book. This workshop will use Business Builder as a starting point to look at how to help students prepare for the speaking and writing components of BEC2 and BEC3. However ideas and discussion are certain to be of wider interest, sharing ideas for exploiting published material in general.

F 4 Dignen, Robert & Brieger, Nick Working With Minimax

The Down To Business Minimax series is an easy reference language and skills resource written for business English students. This session will begin with a presentation of the minimax concept by the writers, introducing the twelve titles produced at York Associates by themselves and colleagues. Minimax has proved a very popular resource with students. The objective of this session will be to explore ways in which trainers might exploit these materials in class. Attendees will be invited to work in groups to brainstorm such methods and present conclusions in a final plenary session, within which the author will add some pointers.

F 5 Simona, Roberto Cross Culture Awareness, Respect and Tolerance

Cross Culture Awareness, Respect and Tolerance constitute key words for communication in the world of today. Language groups represent ideal environments to strengthen or discover these values that make each person different and, at the same time, so valuable. The workshop has the objective of examining why and how teaching classes should promote values such as Cross Culture Awareness, Respect and Tolerance.

F 6 Tritt, Graham Toastmaster Session

For advanced learners, the organisation Toastmaster International (www.toastmasters.org) provides an outstanding arena for practising and developing communications skills – witness more than a thousand business and university clubs all over the world. Teachers can use Toastmasters methods in their lessons, or even guide the formation of a company club. This is a special event for BESIG, of a Toastmasters meeting assisted by members of the Berne club. It's practical, educational and good fun.

F 7 Mascull, Bill Vocabulary Development for Business English Skills

Business vocabulary development exercises can prepare students for, and link into, activities based around the skills of listening, speaking, reading and writing. I'll be using Skills for Business English 2 (Delta Publishing) to illustrate how this can be done in the different skills areas, mirroring the format of the Cambridge Business English Certificate exam. There will be a round-up of the various potential vocabulary exercise types, and suggestions as to how the ideas can be applied not only teaching situations, using your own materials and course books.

F 8 Klimova, Blanka Meetings – Methods of ESP Assessments

The talk will reflect the implementation of research findings carried out among 100 experienced students of business English. It particularly aims to discover their needs while using English at work. The research showed that one of the most common requests besides presentation skills were the meeting skills as meetings are usually held on a daily basis in their jobs. The talk will familiarise participants with our way of assessing students, its preparation, implementation and evaluation. The presentation will be accompanied by video recording to demonstrate the final outcome of both teacher's and student's effort and their development.

F 9 Schofield, James Something else

Sick of business English classes based on articles about ruthless capitalism? So am I! This interactive presentation will explore different activities that are easy to use, your business English students will enjoy and everybody will see as relevant to business English development. We will look at SMS poems, story telling and, if time allows, try a little executive magic.

F 10 Heitler, David Business Demands on Grammar and Usage

Teaching English for Business is providing a service. But when we are teaching Businesspeople grammar or usage, how can we convince them of the value of our service? What are business people's demands on the grammar we teach? What are our demands on the materials we use to support our grammar teaching? How do published materials live up to these demands and what can we do to supplement them? In this talk we will look at selling, justifying and contextualising grammar.

F 11 West, Richard Developments in the assessment of Business English

The presentation reviews the development of approaches to the assessment of Business English, from its early development in the 1920s to new approaches currently under development. In particular, the central problem of specificity is addressed: how can assessment procedures designed for large numbers of students cater for the specific needs and professional experience of many?

Workshops G – Sunday 09.00 – 09.45

G 1 Panel discussion

Last year we launched our first panel discussion which was so lively and such a success that we were asked to repeat it. This year the subject is 'Business English in our Globalised Society and we have a wonderful panel for you. Juliane House and Almut Koester, our plenary speakers Ian McMaster of Spotlight fame, Rita and Duncan Baker of Lydbury English Centre and James Chamberlain. Bring any questions you may have for the panel or e-mail them in advance to 'dachkeller@t-online.de'. Looking forward to seeing you in this interactive session.

G 2 Dobler, Rosmarie P. How to Help your Business Students Find a School Abroad

This presentation will be a discussion and exchange of ideas and experience. Rosmarie Dobler has found it difficult to find schools abroad to fit the needs of business people who would like to learn and practice their English along with the cultural aspects. Rosmarie has developed some forms to help these students select a course that meets their needs.

G 3 Peyman, Joscelyn Book presentation – 'Business English' for Anfänger

As the name suggests this book has been specifically written for German speaking learners of Business English. Especially those learners who need to start at the beginning again. This short presentation will introduce you to the book as well as the teachers resources pack which offers some new creative classroom activities as well as showing you how to adapt the material to your particular needs. The material has been written by experienced Business English teachers and has been extensively tested in the classroom and has proven to be effective and successful in achieving its objectives (Joint authors: Joscelyn Peyman and Trevor Smith, Publisher: ibc Publishing, Germany)

G 4 Reid, Donal Using Action Learning to teach Business English

This presentation describes the key procedures and skills required to implement Action Learning. Action Learning is a method of learning and reflection that takes place with the support of a group or 'set' of colleagues working with real problems. Adapted to Business English teaching it enables the trainer to utilise the pool of knowledge the course participants already have. After this presentation you will have a better understanding of how to use the students best resource (themselves) in a real world situation.

G 5 Naumova, Iryna Business English Through National Mentality Frame

National and cultural backgrounds predetermine diverse perception of BE terminology by non-native speakers. To escape mismatch and incorrectness in identification of the concepts under consideration one should be aware of linguistic data concerned with the origin and current usage of the BE terms both in English and his native language. Comparison of business terminology in the English and Russian languages gives a vivid testimony that we witness discrepancy of the terms evolution and their current usage in the mentioned languages. National mentality becomes a dominant factor in decoding borrowed terms and finding their equivalents in native language.

G 6 Cotton, David & Kent, Simon Market Leader Upper-intermediate

The authors of the well known course book, Market Leader, will present the new upper-intermediate level of the series. They will discuss their approach to this higher-level course and highlight some of its key features. These will be illustrated with materials and activities from the book. Finally they will show how this course book fits into the Market Leader package.

G 7 Caulton, David Developing Listening Skills via the internet

The focus is on the huge integrated skills potential of materials on the WWW suitable for developing the listening skills of learners in the classroom, in self-access and for 'post-course' language maintenance and improvement. The presentation will provide examples of listening texts, their sources and the type of tasks mixed ability business English learners used to exploit them in trials. In addition, the pitfalls of 'Internet listening' will be highlighted and there will be a brief look at how a collection of listening materials can be organised online.

G 8 Chapman, Rebecca Language Skills Training

In the business world, advanced language learners are more frequently demanding skills training in English, rather than just pure language training. In keeping abreast of this development, Business Language Centre (BLC) has created a concept that incorporates both skills training with essential language work for advanced

levels, which also orient the course to specific business fields. This presentation examines how BLC has devised a course concept which incorporates the skills, language and subject-specific training, while also offering an element of flexibility for the student and trainer. If you are somehow involved in course development, this is the presentation for you!

**G 9 Dincer, Figun Culture specific components of
business letters in English in Turkey**

This study aims to investigate culture specific components of business letters in English, written by a company in Turkey that has recently begun an international business with foreign companies. These include addressing forms, rhetoric and style. Several examples of business correspondence are examined citing these differences. The features of cultural addressing and expressions in these letters might be due to several reasons which will be discussed in this study. Their letters are different from other westernised Turkish companies which have a long tradition of international business. These are more professional and have no cultural specific components.

G 10 Kaithan, Lori Auditing and Benchmarking Language Skills for Business

UCLES has worked with a number of companies on auditing and benchmarking language skills of their staff. The presentation shares the experiences and insights of these projects, offering participants the opportunity to discuss approaches and methods to this important area of language training services. A key part of UCLES' approach is the use of tests from BULATS – the Business Language Testing Service, produced by leading members of ALTE (the Association of Language Testers in Europe). This service offers a range of tests: paper-based tests, speaking tests and computer-adaptive tests, and in a range of European Languages.

 **Workshops H – Sunday 10.15 – 11.00/11.05**

**H 1 Babayan, Amalya Promoting Language Awareness for
Business Communication**

The talk presents the methodology applied in the book “Talking Business?” published by our group of authors. It has been successfully implemented at the university with significant results. The choice of the types of exercises and their succession provides a smooth bridge towards a freer use of communicative skills. The focus is made on cognitive differences of business language realia in L1 and L2, their friendly co-existence and the full transition to L2, on the path of which the speaker's psychological resistance towards L2 is overcome.

H 2 Waistell, Mark To B.E... or not to B.E. Is that the question?

Ethics in Business English is a dangerous area. Many course books now look at Business Ethics but what about our own? With concerns about linguistic imperialism, language death, increasing protests about the effects of globalisation and exploitation of the workforce and the environment by large corporations, can we justify our contribution towards the continued success of World Trade, MacCulture...and what about the dodgy sectors of industry. This talk looks at the difficult questions which face us both inside the classroom with our students and outside the classroom with our clients. We are in the front line...but which way are we facing?

**H 3 Tarnopolsky, Oleg & Let's Play Business: A Business
Kozhushko, Svetlana English Course Book Concept**

A new concept of designing a Business English course book for students at tertiary level business schools is discussed. The concept is based on students 'playing' life-size business activities in their classroom in the process of what is called 'continuous simulation'. It presupposes students organising an imaginary company and its day-to-day functioning while working with the course book – thus not simply learning Business English but acting in modelled business environment. Ways of designing a BE course book focused on continuous simulation combined with project work and case studies are shown. Some practical results of teaching based on the suggested concept are demonstrated.

H 4 Capel, Will Working in English – A Presentation

This commercial presentation will look at how the varying needs of intermediate level learners can be met by a multiple-component course. It will focus on the use of supplementary materials such as Video in the support of the core course, the need to provide topical content, and the requirement for measurable outcomes.

H 5 Pile, Louise Bridging the gap to BEC intermediate

This session will focus on the 'gap' between Business English Certificate (BEC) Preliminary and Intermediate. Participants will have an opportunity to comment on draft materials from Summertown Publishing's forthcoming course book, which aims to help teachers and students to bridge this 'gap'.

H 6 Kuznetsova, Olga It needs more skill than I can tell...

Development of contacts between foreign companies and the institutions of higher education in St. Petersburg requires training of highly-qualified specialists in natural sciences to work in modern business environment. The pilot project was done at the Department of Computational Physics of SPSU in collaboration with the University of Copenhagen and Copenhagen Business School. There are two main stages in the project. During the training all the group members will develop practical skills of information collection and analysis, the skills of team work, etc. The ability of graduates of SPSU, Faculty of physics to work in high-tech industry and consulting companies will be evaluated.

H 7 Grant, David Low-level business English: It's good to talk

Working professionals bring a lot of useful business experience to the classroom. At lower levels, however, we don't always give them the chance to prove this. Maybe we focus too much on assimilating new language and not enough on drawing learners out on their areas of professional interest? This talk will offer practical classroom ideas for lightening the linguistic load of low-level business learners and providing a stimulating environment for real communication. To illustrate the points made, participants will have the chance to try out materials from 'Business Basics New Edition', 'Quick Work Elementary', and the 'Big City 1' video.

H 8 Filippova, Nina 'Brain-friendly' BE

Among the focuses of the future Business English is greater 'attention to techniques for accelerating learning, to developing a schema of learners learning styles' (Steve Flinders). How to improve mutual understanding in BE short-term adult classes, what criteria to apply to build up positive ways of relating from the two specific 'selves' (a Business-English teacher and a business student), how to enhance spontaneous relations of confidence and adequate awareness we are trying to demonstrate some class-related activities based on matching teaching and learning styles and multiple intelligence potentialities.

H 9 MacKenzie, Ian Metaphorically Speaking (in and out of the classroom)

Cognitive linguists have shown that most thought is unconscious and most of our abstract concepts are metaphorical. We go through the day using 'life is a journey' metaphors, occasionally getting all steamed up (anger is heat), or even going to pieces (the mind is a brittle object). And so on. You get the picture (understanding is seeing). An awareness of conceptual metaphor can be of use in the classroom, as an adjunct to grammar teaching (yes!), as an integral part of business English, as a way of introducing lexical phrases, and as a rich source of conversational activities.

H 10 West, Richard Benchmarking competence in Business English

The talk reviews the development of a new international examination in Business English for banking and financial services. Issues of specificity and 'fit' and the need to relate proficiency to international benchmarks are discussed.

H 11 Oliver, Steve Cross-Border Bonding

Building relationships with clients and colleagues from other countries is one of the main reasons for business people to develop their skills in English. Based on the results of a survey of learners this talk will analyse the difficulties encountered and look at the roles of the trainer in facilitating the process.

 **Workshops I – Sunday 11.15 – 12.45**

I 1 Claypole, Ann Business English from Scratch – A new approach with real beginners

There is a growing need to bypass the orthodox route to business and professional English by eliminating the traditional general elementary course and starting with what the learners really require and can use directly for their job. This workshop will examine the materials and methods available for a jump start.

I 2 Baker, Duncan Building your own Website

Will give a multimedia presentation to cover the major aspects that can be built into a simple promotional website. Features will include static pages, databases, forums, forms, mailing lists using VPOP3 and simple e-commerce solutions. We will then discuss what you might need to incorporate into your own site and the software and hardware solutions. We will cover aspects of the use of HTML, DHTML, ASP, Javascript and Access Databases. The main software covered will be the Dreamweaver Ultradev and Fireworks Studio 4 by

Macromedia. If you need to build your own website or know what your website designer can and can't do, come along!

I 3 Beckham-Prout, Patricia Teaching, a Social Profession

Most of us work out a way of getting along with each other based on personality. Early training and life experience. This is called our social style and can belong to one or more of four categories. Each with its own characteristics, body language, weaknesses and strengths. In assessing our own as well as the social style of someone else, we can apply this knowledge in our collaboration with our students and colleagues with understanding, compassion and a lot of humour!

I 4 Rosenberg, Marjorie Communicative Business Activities, an NLP Approach to Business English

Have you found that some activities work well with one group of business English learners but not with another? This often has to do with the learning styles of your course participants. The book 'Communicative Business Activities' has been designed to take these differences into account. Through the supplementary surveys in the book, learners can discover for themselves how they perceive and process information based on a model found in Neuro-Linguistic Programming. Come to this hands-on workshop to discover your personal learning style and take the opportunity to try out activities which are specially geared to reach all types of learners.

I 5 Spencer, Tom Analyse and Eliminate Mistakes with The Golden Grammar Book

Almost every English grammar book on the market today boasts its own brand of topics, examples and exercises. How many of them, however, systematically explain why any incorrect answers to their exercises are unacceptable? An integral part of Tom Spencer's Golden Grammar Book (370pp Ae) is the fully cross-referenced key, which cleverly reinforces the learning process by enabling self-study or classroom students to identify, analyse and then eliminate mistakes more quickly and efficiently than ever before. Join Tom in this lively hands-on workshop / presentation to see how your students will dramatically improve their English grammar with this unique, time-saving approach.

I 6 Menzi, Sarala Evaluating Courseware for a Specific Context

Today one finds on the market CALL courseware designed for and aimed at a wide range of audiences and language learning goals. It is particularly crucial, therefore, to have a clear focus when evaluating courseware so that resources can be expended appropriately. This presentation / hands-on workshop will look at the net of criteria to consider when evaluating CALL software for a particular teaching-learning context. Participants will have the opportunity to apply the principles presented to evaluate some commercially available courseware.

I 7 Smith, Trevor Creativity in the classroom and in your business

If you want your lessons to be better don't miss this workshop! This workshop will act as an instant catalyst to free up your natural creativity – creativity that can be bottled up by habit, training or lack of energy. I will show you techniques that will help you to find fresh ideas and solutions to help you run your business as well as to produce lesson plans which stimulate your clients and help ensure optimum learning. What I want to do is to shatter constraints and to get you and then ultimately your clients to think differently and be more creative.

I 8 Chamberlain, James Tools for Training Intercultural Communication

This hands-on workshop offers a look at some of the various tools that trainers can use to facilitate intercultural communication training, including cultural assimilators, simulations, case studies, field-based contact, contrast culture training and 'learning to learn' methodologies. This workshop assumes familiarity with basic theories of intercultural communication on the part of the participants. **(See also B 7).**

I-9 Rita Baker Dyslexia: any concern of the Business English Trainer?

What is dyslexia? How do we recognise it in our clients? Is this the domain of the specialist teacher or can we reasonably be expected to address it in our role as teachers of English for Business? Teachers trained to deal with dyslexic learners make extremely perceptive TEFL teachers. In this talk, I will try to offer a few tips and guidelines.

Speakers' Biographical Information

Ajduk, Milica teaches English for Business Purposes at the College of Business in Novi Sad, Yugoslavia. From 1978-1996 she taught General English and English for Academic Purposes in the Grammar School in Sremski Karlovci. Her special interest has been designing materials and making them work in the classroom. The latest challenge is designing business context-based materials as instruments of language learning and getting insight into the business world.

Ali-Lawson, Debra (M.A.) teaches Business English at the University of Applied Sciences Bern, School of Business and Administration. Prior to that she taught at various Universities of Applied Sciences, did in-company language training in the telecommunications sector, was a translator at a Swiss bank as well as a free-lance examination writer and teacher trainer. She is very interested in ICT in vocationally-oriented language learning and is involved in a 3 year project financed by the ECML in Graz, Austria.

Babayan, Amalya (Dr) is an associate professor at Yerevan State University and Head of the English Language Department of the Armenian National College after A. Shirakatsi. She is currently teaching Business English at the Faculty of Economics. Her professional interests lie in language teaching methodology and educational psychology. Apart from conference papers and articles she has published several books among which "Teach Yourself English" – a self-study book of English for Armenians (Yerevan State University Press) and "Talking Business?" (Noyan Tapan Press).

Baker, Duncan is a partner at Lydbury English Centre. He is responsible for the administration and IT. He also runs websites for various organisations including BESIG.

Rita Baker is the training development partner at Lydbury English Centre which she runs jointly with her husband Duncan. She is particularly interested in the development of holistic training techniques. She has developed a 'global approach' to the core skills in ELT and regularly gives training workshops on it. Rita first taught EFL in 1969.

Beale, Richard came into TEFL arena from a career with an American multinational. Following a management training course in London, he went on to manage the company's operation in Malawi before moving to New Zealand where he worked for a further four years. His experience includes a wide range of management disciplines in diverse business cultures. After a positive reception to his talk at BESIG 2000, he will further develop his theme in Berne.

Beckham-Prout, Patricia originally trained in Scotland, she has over thirty years experience as a teacher and administrator in Scotland, the United States, Switzerland and Poland. She currently is with the International School of Berne and is also active in teacher development primarily in Krakow, Poland. She resides in the Bernese Oberland.

Black, Tim is the Vice-Principal at Hull's School (IH Zurich). He came to Switzerland in 1983 after finishing college and has worked in the hospitality industry and the stock-market before becoming a full-time EFL teacher in 1993. He has studied at the Open University (BA and at Reading University (MA TEFL). At IH Zurich, Tim is responsible for HR management and in-company courses as well as teaching A-level history and EFL. His special interests are educational management, distance learning/learner independence, application of IT in education and history.

Brieger, Nick is one of the six partners in York Associates. After a first degree in law, a post-graduate teacher training qualification in TEFL and an M.A. in Applied Linguistics, his career has included language teaching and teacher training, mainly in Europe. In recent years, he has specialised in professional language and communication training, especially in the field of Business English, and teacher training in Business English. He is a regular contributor to international conferences, particularly in the field of Business English.

Capel, Will is a Commissioning Editor at Cambridge University Press.

Caulton, David (MSC Applied Linguistics) is Deputy Section Head of Business & Law at Edinburgh University and has taught in Portugal, Italy and UK. His consultant work includes working in Estonia, Latvia and Lithuania for the British Council ESPELL project.

Chamberlain, James is Director of the Language Centre at the Bonn-Rhein-Sieg University of Applied Sciences. He has been teaching BE since 1984 and training intercultural communication skills since 1994.

Chapman, Rebecca is the Pedagogical Manager at Business Language Centre in Vienna. She has been involved in English for Business since 1993 and holds the LCCI Dip TEB. She is also on the Board of the organisation: Teachers of English in Austria.

Chovrvat, Jan (Dr) is a teacher of Business English at the Faculty of Economics of Matej Bel University in Banska Bystrica, Slovakia. In his research, he deals with the problems of morphology, syntax, lexicology, and figurative expressions (metaphors) in English, German and Slovak economic texts, translation and interpreting.

Christie, David is an experienced EFL author currently based in Banbury, England whose publications include Basis for Business, the CD-ROM Career strategies and, most recently, Business English for Beginners (New Edition).

Claypole, Ann comes from the North of England and studied at the University of London, earning her PhD from Reading University. She has long experience as a translator and trainer in professional English and is co-founder of LinguaServe, a language school and translation agency in Germany. She is Treasurer of ELTAS and Regional Editor of English Teaching Matters.

Claypole, Maurice (MA, MIL, McollP, AITI, Cert Ed, PhD) Translator and freelance Business English consultant, co-founder of LinguaServe Language Services, Member of the Institute of Linguists, Chair of ELTAS and member of the current IATEFL Committee. Published works include a translation of The Tractal Company (Springer-Verlag). Completed research projects include a study of the role of artificial intelligence in EFL. Current work includes a project to develop an interdisciplinary Grand Unified Theory of language.

Cotton, David has 30 years' experience teaching and training in EFL, ESP and English for Business, and is the author of numerous business English titles, including Agenda, World of Business, International Business Topics, and Keys to Management. He is also one of the authors of the best-selling Business Class. He is currently a Senior Lecturer at London Guildhall University.

Daldry, Heather is an examinations consultant at UCLES where her work includes being a Team Leader on BEC 2 Writing and presenting seminars in the UK and abroad. Her experience in ELT includes language school management, setting up and running a Business Institute in London, being an Inspector for EAQUALS and running in-company business language training seminars in Germany. She is based in London.

Davies, Stuart a Business English trainer at Pyramid MultiMedia Consulting.

Dignen, Robert is a partner in York Associates. He has over ten years of teaching business English both in the UK and abroad. He has worked and lived in eastern Germany and has travelled extensively with York Associates delivering a range of courses in Russia, Ukraine, Switzerland, France, Sweden and Portugal. He is very interested in e-learning and the opportunities it will present for professional language training.

Dincer, Figun (Dr) has been teaching at Uludag University, Bursa, Turkey for ten years. He had MA degree on English language and literature in 1989, and studied another MA program on ELT in 1990. He had his doctoral degree on American Culture and Literature in 2000. He participated in several summer courses and conferences as a speaker on ELT and literature in Turkey and in USA. His last paper was on co-operative learning through multiple intelligence in a group of students with cultural differences.

Dobler, Rosmarie P. was born in Vermont, USA and finished college there. In 1989 she opened the Golden Gate English Studio in Gwatt (Thun) Switzerland. This school specializes in one-to-one lessons and small groups. All courses are taught ranging from childrens classes to Exam and Business English Courses. In 1998 she opened a small summer school in Vermont, USA which specializes in individual courses.

Donna, Sylvie author of 'Teach Business English'(Cambridge University Press, 2000) and co-founder of Profile Solutions International, has taught Business English or ESP in various countries, including, Japan, Singapore, Sri Lanka, Germany, Italy, Portugal, the UK, Morocco and Oman. She has a B.Ed., an RSA Cert TEFL, an RSA Diploma in TEFLA and an MA in TEFL from the University of Reading. She is particularly interested in researching ways of empowering non-native speakers so that they are maximally effective when using English as a lingua franca (particularly in transnational teamwork situations) and in researching ways of encouraging students to work and learn more effectively.

East, Paul is a partner in Pyramid MultiMedia Consulting, based in Ulm, Germany. Pyramid offers in-company Business English and exclusive management training.

Emmerson, Paul taught Business English in Portugal for many years. He now teaches at the International House Executive Centre, London, and is the author of Business Builder (Macmillan Heinemann).

Filippova, Nina BE, ESP, lexicology, speech communication, she teaches theory and practice of translation at Ukrainian State Maritime Technical University, Nikolaev, Ukraine. She is IATEFL, IATEFL-Ukraine, TESOL, TESOL-Ukraine, USSE member was selected for 'Who's Who in the World' in 1999,

participated in IATEFL and TESOL conferences. Among her professional interests are ESP, BE, CALL, Testing, Research, Applied Linguistics.

Finger, Matthias (Prof.), Ph.Ds: Poli-Sci, Adult E) is interested in public sector reform and transformation. He has written numerous articles and books on this subject and consults with public enterprises in the postal, energy, transport, communications and water sectors, as well as with public administrations and political authorities in Switzerland and internationally. He is currently a professor of public enterprises management at the Swiss Graduate School of Public Administration in Lausanne.

Grant, David has taught business English since 1982. For the first eight years he worked for the International House organization in France, Spain and England as a teacher, teacher trainer and Director of Studies. Since 1990 he has run his own business English training organisation in Nantes, France. He is the co-author of 'Business Basics' and 'Quick Work Elementary'?

Heitler, David Friendly, in his mid-forties, loves giving intensive seminars! Enjoys languages and tapping people's creativity. Has taught English since 1980; has specialised in English for business since 1988. Regularly gives workshops at IATEFL conferences. This will be his very first talk – so he's feeling a bit nervous about it! Publications: with Rick Baldwin, 'Creating Opportunities' Activity Book and Video Guide (OUP 1995); 'English at Work', a self-access course for German-speaking Business English beginners (PONS 2000).

Hohl, Christoph (Dr. phil.) is an English teacher at the KV Zurich Business School and has taught Business English at many levels. He is also an experienced teacher trainer at the University of Zurich and Coordinator of Final Examinations at Business Schools in Switzerland.

House, Juliane is professor of Applied Linguistics and a member of the Research Centre on Multilingualism. She was educated at the Universities of Heidelberg and Toronto, and received an honorary doctorate from the University of Jyväskylä. She is also a professional translator and author of one of the standard works on translation theory. Her research interests include intercultural communication, misunderstanding and English as a lingua franca. She is currently working on a book on misunderstanding in spoken discourse.

Johnson, Christopher Originally from Los Angeles, California, he teaches English for Special Purposes at the Karlsruhe University of Applied Sciences in Karlsruhe, Germany. He also works as the multimedia specialist and webmaster for the Foreign Language Institute. He has a Master's Degree in Computing Technology in Education. Presently working on his Ph.D. in the same discipline, he is pursuing his dissertation work on online communities of practice.

Kaithan, Lori is from New York and completed her education there with a BA in Education and Linguistics. Since 1971 she has been an EFL Teacher in the private and public school sector in Switzerland. Her work for UCLES began in 1989 and she is presently Local Secretary responsible for the organisation of the Cambridge Examinations in Zurich, Winterthur and Chur.

Kent, Simon has 12 years' teaching experience including three years as an in-company trainer in Berlin at the time of German reunification. He is currently a lecturer in business and general English, as well as having special responsibility for designing new courses at London Guildhall University.

Klimova, Blanka (M.A.) is currently teaching at the University of Hradec Kralove, Czech Republic. Her main field of interest is teaching business English. For several years she has been involved in research on its methodology and skills required by both experienced and inexperienced students of business English. At present she has been carrying out research on annual reports.

Koblizkova, Andrea MSc Graduated both from English and American Studies (1996) and Economics and Management (1989). Has been teaching at the Faculty of Humanities, University of Pardubice (Czech Republic) with focus on the students of the Faculty of Economics and Administration. Working on PhD in Human Resource Management. Area of expertise: Business English, Needs Analysis, HRM – on-the-job further education.

Koester, Almut J. has recently completed a PhD on 'office talk' at the University of Nottingham in England. She has an MA in Applied Linguistics and a BA in Cultural Anthropology. She was Director of Studies for English at the Munich College of Adult Education, and has many years' experience as an EFL teacher and teacher trainer. She is a long-time member of BESIG, and has been active in Business English as a teacher, teacher trainer and materials developer for many years.

Kozhushko, Svetlana (PhD) is Associate Professor at Dnepropetrovsk University of Management, Business and Law (Ukraine) where she chairs the Foreign Language Department. Her scholarly interests are focused on developing course materials for EFL teaching (especially Business English). She is the author of

a number of articles published in professional journals in Ukraine and Russia and has made presentations at professional conferences in those countries, as well as in the UK, Austria and Hungary.

Kuznetsova, Olga Born, raised, educated in St.Petersburg (Leningrad), Russia. St.Petersburg (SPSU) University graduate. Philological faculty, English Department. Masters degree in linguistics. Senior EL teacher, supervisor and advisor for post graduates at the faculty of physics. 1991 Soros grant recipient to attend Teachers training course in England. 1994-1995 SPELTA's founder, St. Petersburg. Liaison officer and the BESIG co-ordinator at the starting stage. Certificates received under the auspices of the British Council in Moscow and Petersburg. 1996-1998 IATEFL Committee member. Developing intensive business courses (Banking English etc.).

La Fond, Charles has spoken at numerous BESIG events in the past. He completed his International Management degree in 1980, then founded Business Language Centre in Vienna, a language school specialised in English for companies. He has also been a professor at Webster University, Vienna since 1992, a licensed Buzan trainer for Mind Mapping, since 1991, and trainer for Convincing Argumentation at Donau-Universität Krems since 1999. He's an accomplished public speaker for Toastmasters International and his private interests include skiing, travel and computers.

Langsch-Brown, Beverly (Prof., BSc 1969 M.Ed. 1998) was born, raised and educated around Vancouver, Canada. After teaching Home Economics for 10 years, she embarked on a sailing trip across the Pacific Ocean. She met her Swiss husband in the desert of Australia and has loved the life in a landlocked mountainous country ever since. In the last 19 years, she has combined family life with teaching English in companies. Further education led her to her present position as a Lecturer in Business English at the University of Applied Sciences in Berne.

MacKenzie, Ian teaches business English. The second edition of his 'English for Business Studies' will be published next year (CUP), as will his 'Paradigms of Reading: Relevance Theory and Deconstruction' (Palgrave), and a French adaptation (with Martine Hennard-Dutheil) of 'Essential Grammar in Use' (CUP).

Mascull, Bill has taught English and trained teachers in Sweden and in France, where he became particularly interested in business English materials development, especially in the learning of vocabulary. Now based in the UK, he works as a lexicographer and course book writer. He is also author of 'Key Words in Business' (Cobuild), co-editor of the Longman Business English Dictionary and has worked on a number of components in the Market Leader series.

McMaster, Ian (Dr) is editor-in-chief of Spotlight and Business Spotlight, English-language magazines aimed at German-speakers in Germany, Austria and Switzerland. He studied economics at Cambridge University and the London School of Economics, and has taught business English in Munich since 1990.

Meise, JoAnne is the author of 'English for Office Communication', soon to be published by Cornelsen & Oxford University Press. At her 'day job' she is a Language Training Co-ordinator at DaimlerChrysler AG. In this capacity Ms Meise also develops and carries out seminars on special topics in business English to DaimlerChrysler executives and staff.

Menzi, Sarala has taught English to a wide range of audiences, from teaching children English as their L1 in the United States, to teaching short ESL business skills training courses in Malaysia, to teaching teenagers and adults EFL in Switzerland. She currently teaches at a Gymnasium, a secondary school, and a commercial school in the Bernese Seeland. She is particularly interested in designing ESP courses and is now co-ordinating, teaching and evaluating several CALL projects for the Swiss Federal Administration.

Naumova, Iryna (Dr) is Associate Professor, Ph.D., Head of Foreign Languages Department of Kharkov State Municipal Academy (Ukraine). The Ph.D. and Post-Doctoral Courses were taken at Academy of Pedagogical Sciences of the USSR TESOL (Ukraine).

Nieragden, Göran (Dr. Phil. (Cologne), M.A.(Cologne) , born 1965, studied English, Philosophy and Linguistics in Cologne and Southampton. Teaches English Literature at Cologne University; English for International Management and Business at Cologne Polytechnic; Business English as in-house coach for a number of Rheinland companies (banking, insurance, engineering, automotive industry). Has published three books, approximately 30 articles and 70-odd reviews on English literature, linguistics, grammar, and idioms.

O'Connor, Philip is a Senior Training Consultant with LTS Training and Consulting in Bath, UK. He has been designing and delivering intercultural training seminars for 14 years. Recent projects on international teambuilding have taken him to Sweden, India and the United States.

O'Dell, Felicity (Dr) Author of over 30 ELT books including English Vocabulary in Use: Upper Intermediate and English Vocabulary in Use: Elementary (with Michael McCarthy). Works also for the Institute of Education University of London helping to run their online MA in English Teaching.

Oliver, Steve is a partner of Accent International Language Consultancy a UK-based organisation which specialises in Business and Professional English training. He has been involved in Business English as trainer, Director of Studies and materials writer for over twenty years.

Pawlett, Steve is a partner of be, business english, a BE training company in Zürich specializing in coaching and workshops. He is currently serving on the English Teachers Assoc. of Switzerland committee as both Web and Publications chair.

Peyman, Joscelyn has been teaching Business English for over ten years in Greece and currently in Augsburg Germany. She is currently Director of Studies at ibc Business English in Augsburg Germany and as well as teaching extensive courses, she is involved in the design and teaching of English for management seminars.

Pickford, Pamela after a long career in business and Business English language training, she has been the Course Organiser of the Teacher Training courses at the London Guildhall University since 1997. Her courses incorporate her own highly motivating and radical approach to needs analysis and classroom management. She recently co-authored the BESIG-acclaimed 'Alliance' video for the 'Market Leader' Business English package (Longman/Financial Times). Over the last year, she has developed a new London Guildhall University award for the 'Certificate in Teaching International English for Business' (CertTIEB).

Pilbeam, Adrian is a senior partner and training consultant with LTS Training and Consulting in Bath. His particular interests are in communication skills and intercultural training, as well as teacher training in these areas. He is the editor of 'Language and Intercultural Training' journal and author of 'International Management' in Market Leader series.

Pile, Louise is an experienced TEFL teacher and DoS, she has an MA in Education, CTEFL and DTEFL qualifications. Louise has worked in Switzerland, Estonia, Finland and the UK. She was involved as an author with some of the Pass Cambridge BEC series of books and currently works as an editor.

Rado, Ljerka (B.A.) graduated from the Faculty of Education in Osijek, Croatia in 1982. She worked as a translator for English and German in a chemical company for nine years. In 1992 she started teaching Business English at the Faculty of Economics in Osijek, where she also chairs the foreign languages department. A regular participant at national conferences, she served as president of local IATEFL branch in 1997-2001. Obtained a LCCIEB Certificate in Teaching English for Business in 2000.

Reid, Donal (CERT TEB) works for ibc Business English in Augsburg, Germany. His varied and interesting career has included stints as a Shepherd an Actor, and a Green-keeper, before finding his true vocation in life. He teaches both extensive courses and management seminars and is involved in the preparation of innovative teaching materials.

Rosenberg, Marjorie author of 'Communicative Business Activities', has been teaching general and business English for the last 20 years in Austria both for students at state colleges as well as for learners in the private and public sectors. She is an NLP trainer as well and holds methodology courses on NLP, learning styles and communication for teachers and business people throughout Europe and the USA. She is currently on the board of TEA (Teachers of English in Austria).

Schofield, James has worked in language training for organisations in Italy, Spain, Japan, Malaysia and Germany. He is a training manager for Siemens in Munich, and is currently involved in developing e-learning English training courses.

Simona, Roberto has a degree in English and Slavonic Literature. After graduation he worked for the International Committee of the Red Cross and spent seven years in the former Soviet Union. Roberto Simona developed two school manuals on the respect of Human Rights. These manuals have become the official textbooks for the course of Civic Education and of History in Uzbekistan and in Tadjikistan. Since then he has been working for the Swiss Post, and is in the Swiss Post International business unit.

Smith, Trevor is the director of ibc Business English, based in Augsburg, Germany. The company provide language solutions which are not only creative but which are also successful and effective. Other companies in the ibc group include ibc Publishing, materials supplier and ibc Training, which gives management training in German.

Spencer, Tom came to Switzerland to teach English in 1973 – something he has been doing enthusiastically ever since. However, although he has both written and published his highly successful book, he does not 'claim to be a grammarian or an academic who has applied the latest linguistic theory to the teaching of English grammar'. He says instead that his book is based on 'twenty-eight years of classroom experience' in state and private schools with young people and adults alike.

Sprengel, Rebecca is a free-lance corporate trainer, author and consultant and has had many years

experience in teaching, teacher-training, coaching, mediation and intercultural briefing in Germany and across Europe. She is also currently the BESIG Coordinator.

Sunderland, Martin spent after graduating over 20 years working as a language consultant to large multinational corporations before founding C.A.T.S. and developing Corporate English.

Stesik, Andrzej is Director and co-owner of a private English language school in Poznan, Poland, which he set up with his wife Ania Kolbuszewska in 1995. For several years he was co-ordinator of the Business English Special Interest Group of IATEFL Poland. His particular interests are teaching Business English and ELT management.

Tarnopolsky, Oleg (Ed.D.) is Full Professor at Dnepropetrovsk University of Management, Business and Law (Ukraine) where he chairs the Department of Methods, Pedagogical Communication and New Technologies in Foreign Language Teaching. His research interests are focused on EFL teaching. He has published books and numerous articles on EFL in Ukraine, Russia, the USA, France, Great Britain, Spain. He has also made more than 60 presentations at professional conferences in Ukraine, Russia, the USA, Great Britain, France, Spain, Poland, Finland.

Tritt, Graham B. Sc. (Hons) is a professional information specialist, having taught technical knowledge and personal skills in major international and national organisations including ESA, NATO, NASA, Bayer, Ciba, and Siemens. As a sideline he coaches and teaches Business English in technological companies in Switzerland, assists local teachers with CALL and online activities, and leads the Swiss Toastmasters organisation.

Waistell, Tom is Senior Partner at Accent International in Devon, UK, which is a specialist centre for Executive and Professional English Training, working in the UK and other countries. His responsibilities are for General Management, Marketing, and Overseas Courses. Mark has published text books and articles in many journals and his areas of interest include one-to-one, simulation, pronunciation, methodologies, teacher-development and ESP. He has 23 years experience in Business English Teaching and Management.

Wallwork, Adrian teaches business English in Pisa, Italy. He began his ELT writing career with three adult discussion activity books for CUP. For OUP he has written Business Options (1999), an upper intermediate Business English course book; and the upper-intermediate level of International Express (2001) with a strong input of authentic listening materials. In 2002 OUP will be publishing his mid-intermediate business English course, with integrated sections on email and understanding natural speech. He is also working on a non-ELT project for teaching native English speakers how to communicate effectively with non-native speakers.

West, Richard is Senior Lecturer in TESOL at Manchester University and programme director of the distance B.A. offered in Switzerland through the Fachhochschule Aargau. He has worked with many examination boards on tests of both general English and ESP.

What is BESIG?

Formed in 1986, the Business English Special Interest Group is the largest of the IATEFL SIGs with around 800 institutional and individual members. One of the most exciting features of this SIG is its international nature with members from 50 countries including South America, Africa and Asia. The majority of our members, however, are based in Europe.

The other highlight of the SIG is the variety of professional backgrounds our members have: in-company trainers, teachers in vocational, higher and tertiary education, teacher trainers, communication trainers, interculturalists, authors, editors, publishers and teachers from language schools. BESIG is a very dynamic group where members play an active role in shaping its future.

What are our aims?

- *provide a forum for the discussion of Business English*
- *enable our members to keep up to date with the demands of a rapidly changing business English training world*
- *contribute to the development and recognition of our profession*
- *provide opportunities for, and information about further training*
- *help improve quality standards in business English training*

What do we offer our members?

The BESIG Annual International Conference

Held over a weekend in November, the conference offers talks, presentations and workshops running simultaneously over two days on a host of business English related activities, publications and papers.

- 1995: Graz, Austria
- 1996: Potsdam, Germany
- 1997: Reutlingen, Germany
- 1998: Budapest, Hungary
- 1999: Brighton, UK
- 2000: Munich, Germany
- 2001: Bern, Switzerland

Traditionally held mid-November, our conference attracts over 300 delegates and speakers from all over the world and is now a permanent date in many diaries. At the large resources exhibition, publishers sell and advise on training books and other materials. This is often the only chance for many trainers outside the UK to browse through all the latest teaching materials.

Workshops and Events Held all over Europe

Sometimes in co-operation with other associations such as the British Council, these may last a day or a week and are often tailor-made to fit members' requirements, i.e. experienced practitioners or teachers of General English wishing to enter the field of Business English

- 1995 workshops in Paris, Spain, UK
- 1996 workshops in Wolverhampton and Oxford, UK; Conference in Bucharest; SIG Symposium in Vienna
- 1998 workshop in London, UK
- 1999 pre-IATEFL Conference workshops in Edinburgh, UK
- 2000 Open Forum IATEFL Conference in Dublin

Business Issues, the BESIG Publication

A key part of the service BESIG provides for its members is the newsletter *Business Issues* that is published three times a year. Each edition has a variety of articles that address a wide range of professional matters. Many articles aim to introduce business concepts to teachers and trainers who may not have direct experience of working in companies and also deal with methodological, curricular, research, and materials questions. Books and materials are also reviewed on a regular basis.

 Website

Who's who on the committee, conference and workshop reports, and forthcoming events are also published on the BESIG website. Our website address: www.besig.org

 Business Information Database

In summer 2000, BESIG introduced a database of information on business. This database will provide useful sources of information for Business English trainers to learn about different aspects of business and professions. This is published on the BESIG website.

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• The English Book Centre	Oxford, UK	info@ebcoxford.co.uk
• TOEIC The Chauncey Group Europe SA	Paris, F	info@toeic-europe.com

Important!!! Registration Information

Deadlines (all prices and fees can be found on the registration form you will find inserted in the programme)

☞ Speaker's Registration	30.08.01
☞ Early Bird Registration	30.08.01
☞ Normal Registration	31.10.01

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