



BESIG Conference 2010 Bielefeld

19. – 21. November 2010

Website: www.besig.org

Wir freuen uns, Ihnen folgende Vorträge zu den Cambridge ESOL Zertifikaten auf der BESIG 2010 präsentieren zu können:

Titel: **“The Global Workforce- What Level of Language is required for Specific Jobs?”**
Referent: **Deshini Chetty**
Vortragssprache: **Englisch**
Vortragsdauer: **45 Minuten**
Vortragszeit: **Samstag, 20.11.2010, 15.05-15.50**

Beschreibung:

The TIRF report on the Impact of English and Plurilingualism on global corporations encourages international discussion on language use in multinationals globally. It also provides the foundation for interesting research topics that can be taken forward further by the Business English industry. One of the questions proposed for further research is: What level of English and other lingua franca is required for different levels and types of jobs in specific global firms? The presentation will look at research available on jobs and language levels in global firms. It will reference international data available from Cambridge ESOL on jobs that employees are engaged in and the language level that is obtained in the Cambridge tests. It will introduce the new updated benchmarking toolkit from Cambridge ESOL launched in 2010 and an approach to benchmarking language levels in the workplace providing an insight into language levels required for competent performance for specific jobs.

Biodata:

Deshini Chetty is the Global Manager at Cambridge ESOL heading the World of Work and Schools Sector strategy teams. She has international experience in EFL gained in various roles in the industry and in her current role works with multinationals around the world. She has a MSc in Teaching English for Specific Purposes, Diploma in Teaching English for Business and an MBA in Publishing. Deshini is also a fellow of the Institute of Sales and Marketing. Her current research interest includes investigating the language levels.

Titel: **"Online Speaking Assessment for the Workplace"**
Referent: **Glyn Hughes**
Vortragssprache: **Englisch**
Vortragsdauer: **45 Minuten**
Vortragszeit: **Samstag, 20.11.2010, 16.25-17.10**

Beschreibung:

Cambridge ESOL has recently developed new online Speaking and Writing tests for BULATS. This presentation looks in detail at the content of Cambridge ESOL's first online Speaking test and discusses the business-related speaking sub skills that are tested. We will also look in detail at the work done to develop the speaking test. This will include an analysis of how speaking skills can be tested in an online test and will also report on the findings of trials carried out to test the concept of an online speaking test. We will discuss how the findings of our trials informed the final format of the test and the manner in which performance is assessed.

Biodata:

Glyn Hughes is Assessment Group Manager for BULATS and Computer Based Testing. Glyn has worked at Cambridge ESOL for over seven years and has been working on many tests, including FCE, BEC and IELTS. He has also worked on the new modular Delta. Before joining Cambridge ESOL, Glyn worked for International House in Ukraine and Hungary, as a language teacher, teacher trainer and test developer. Glyn holds a Masters in Educational Management in TESOL from Aston University that are required for specific jobs globally.

Titel: **"Maximising BEC Performance"**
Referent: **James Schofield**
Vertragssprache: **Englisch**
Vortragsdauer: **45 Minuten**
Vortragszeit: **Samstag, 20.11.2010, 17.30-18.15**

Beschreibung:

BEC Higher students sometimes need focused coaching to help them master particular parts of the exam. This presentation will look at three different tools:

a) Writing part 1 – graph comparison

Although this part of the writing exam only demands 120-140 words, it can be challenging for students to select and condense the required information. This tool gives them a framework.

b) Reading part 3 – rapid comprehension of long text passages

For this exam students need to read approximately 2200 words on six different topics and answer questions about them. Students need to develop the ability to grasp rapidly the meaning of an article. One way to help students do this is to train them to identify patterns in text. This tool helps them handle long reading passages.

c) Speaking – the one-minute presentation

Sounds simple – it is actually incredibly difficult to make an articulate one-minute presentation with only a minute to prepare. This simple tool helps reassure students.

Biodata:

James Schofield has taught business English in several countries in Asia and Europe and worked for various organisations including the British Council. He now works as a trainer and course organiser for Siemens in Munich. James Schofield has written general English and business English course books as well as graded readers for different publishers. He also writes the short stories for Business Spotlight.

Wir freuen uns auf Ihre Teilnahme!