

### Einladung

### Cambridge Corporate Day 2011 in Stuttgart

Wir laden Sie recht herzlich zum Cambridge Corporate Day in Zusammenarbeit mit diversen Verlagen ein. Wir bieten eine Vielzahl von Workshops und Präsentationen für Englischlehrkräfte und Sprachtrainer zu verschiedenen Themen sowie zu den Cambridge ESOL Prüfungen an.

**Wann:** Samstag, den **5. Februar 2011**  
09:00 – 16:00 Uhr

**Wo:** **Haus der Wirtschaft**, Willi-Bleicher-Str. 19  
70174 **Stuttgart**  
Internet: [www.hausderwirtschaft.de](http://www.hausderwirtschaft.de)  
Verkehrsanbindung: S1, S2, S3, S4, S5, S6 (Stadtmitte), U9, 14 (Friedrichsbau/Börse)

#### Programm:

Uhrzeit	Workshop		
09:00 – 09:30	Anmeldung		
09:30 – 10:00	<b>Plenary Discussion:</b> What are the challenges for English teachers in today's globalised business world?		
10:00 – 10:15	Verlagsausstellung		
10:15 – 11:45	Cambridge ESOL: Teaching English for Specific Purposes <b>(A)</b>	Klett: Teaching Older Workers - At Work <b>(B)</b>	Longman: Lifestyle: It's a People Business! <b>(C)</b>
11:45 – 12:15	Verlagsausstellung / Kaffeepause		
12:15 – 13:45	Cambridge ESOL: Friend or Foe? New technologies and Business English <b>(D)</b>	Paul East/Cornelia Kreis-Meyer: Teaching Technical English <b>(E)</b>	Helbling: Teaching Business Communication Skills <b>(F)</b>
13:45 – 14:30	Verlagsausstellung / Kaffeepause		
14:30 – 16:00	Cambridge ESOL: Effective Techniques for Speaking in the World of Work <b>(G)</b>	OUP: Strategies in confidence building and more learner independence in business <b>(H)</b>	Cambridge ESOL: Business English Certificates (BEC): Strengths and Potential for Developing Skills needed in the Workplace <b>(I)</b>
16:00 – 16:20	Verlosung		

Die Teilnahme ist kostenlos. Sie haben die Möglichkeit die neuesten Publikationen von Verlagen vor Ort einzusehen.

Bitte melden Sie sich bis zum **20. Januar 2011** [www.cambridgeesol.de/stuttgart.php](http://www.cambridgeesol.de/stuttgart.php) oder bei Cambridge ESOL, Düppelstr. 31, 12163 Berlin (Tel. 030-7009693-0, Fax: -23, E-Mail: [info@cambridgeesol.de](mailto:info@cambridgeesol.de)) an:

✍ .....  
**Ich melde mich hiermit zu folgenden Workshops an:** .....

Name:.....

Institution:.....

E-Mail .....



UNIVERSITY of CAMBRIDGE  
ESOL Examinations  
English for Speakers of Other Languages



## Programm Cambridge Corporate Day

9:30 – 10:00

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

One result of globalization is that our world is changing faster and more unpredictably than ever. How has this affected our teaching? What are the new challenges we have to face? And how can we meet these challenges? A light-hearted look at some serious questions.

10:15 – 11:45

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

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

### **Workshop B: Teaching Older Workers – At Work Nick Foster (Klett)**

Not too many of our in-company students are young high-flyers who whizz around the globe negotiating mega-deals, starting up companies and floating them on the stock market. Most 'Business English' learners come to us for help with workplace tasks, such as dealing with phone calls and e-mails, explaining products and processes and making conversation with colleagues and visitors. An ever increasing number are over 40 and haven't had any formal education, not to mention English practice or training, for many years. This Workshop looks at some issues that we teachers need to think about when planning and teaching courses for older workers, with examples from Klett's *At Work*.

### **Workshop C: It's a People Business! Angela Bauer-Seekings (Pearson Longman)**

In this workshop we will be looking at a fresh and fun approach to teaching Business English using Pearson Longman's Lifestyle. After considering some research on functions we will discuss everyday language requirements of professionals who need English for work, travel and socializing. Using culturally appropriate language in these situations, the overall goal will be how to build up lasting confidence in the students when interacting with others.

12:15 – 13:45

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

I have been teaching for close to thirty years and in that time have experimented with all the various technological developments that were supposed to make my teaching life easier and improve the effectiveness of my students. The result of these experiments is that I am more convinced than ever that technology is only as good as the teacher that moderates it. In other words, technology will never replace the teacher. That being said, technology can be very useful, and by making slight adaptations to my teaching approach, I can use it to expand my potential teaching market. So, in this workshop I will demonstrate how I work with the **Cambridge Financial English** blended learning course and suggest generic teaching strategies that can help you deploy new teaching technologies effectively.

### **Workshop E: Teaching Technical English, Paul East, Cornelia Kreis-Meyer**

You don't necessarily have to have a technical qualification to get involved in teaching Technical English. This presentation will help trainers deal with technical issues as an English teacher and what resources can be used.

### **Workshop F: Teaching Business Communication Skills, Diane Oliver (Delta Publishing, Helbling Languages)**

A large part of your students' success in business depends on their business communication skills. Preparing them for the Cambridge professional English exams is an excellent way to motivate your students to improve their communication skills in real-world business situations. This workshop will take a look at some of these essential skills and give you some fresh ideas on how to practice them with your students either as one-to-one or group training. We will discuss strategies which can be used to improve and enhance communication in a variety of situations, placing an emphasis on telephoning, email writing and presentation skills.

14:30 – 16:00

### **Workshop G: Effective Techniques for Speaking in the World of Work, Mairi Sinclair (Cambridge ESOL)**

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

### **Workshop H: Strategies in confidence building and more learner independence in business, Gabriella Hirthe (OUP)**

Let's face it, we as teachers know that most of our business learners could and should pass their BEC exam easily if they believed in themselves a little bit more and trusted their abilities and knowledge. This session will look at tips on building learner confidence, how motivating business material can influence confidence and how skills-based business activities can promote it. Tips and activities will be based on examples taken from the Business Result series.

### **Workshop I: Business English Certificates (BEC): Strengths and Potential for developing skills needed in the workplace, Susan McLean-Orlando (Cambridge ESOL)**

In this workshop we will look at the strengths of the BEC and explore how workplace skills, such as time management, prioritizing, presenting, etc. can be developed in BEC courses. You will leave the workshop with a range of ideas and resources to use with your students.