



We are pleased to invite you to the ELT Conference
**Celebrating 15 years of Pearson Longman in
Romania**

Monday, 31st August – Tuesday, 1st September 2009 Brasov, Aro Hotel

This unique conference will gather distinguished speakers who during the two days of the conference will share their experience, inspire you at the outset of a new school year and present new trends in ELT from traditional teaching to new technologies.



Mike Harris - Michael Harris has taught English in the UK, Spain, Bolivia and Colombia. From 1982 to 1992 he taught at the British Institute for Young Learners in Madrid, where he was responsible for setting up the Junior Department (11-14 year olds). From 1992 to 1996 he also taught English at the University of Alcalá de Henares. At the moment he is involved in writing and teacher training in Spain and other parts of the world. Michael is the co-author of many bestselling coursebooks including *World Class*, *World Club*, *Opportunities*, *New Opportunities and Challenges*. He has also published articles and methodology books on syllabus design, self-assessment, continuous assessment and testing, learner development, oral skills, culture and language learning.



George Pickering - George is an educational coach, trainer and consultant. He is a tutor on the English UK Diploma in Language Teaching Management and the UCLES accredited International Diploma in Language Teaching Management. George is an inspector of language schools for the British Council (EIBAS) and is the director of the Professional Development Centre of International House London. He was the treasurer of IATEFL (International Association of Teachers of English as a Foreign Language) for six years and is the co-ordinator of the ELT Management Special Interest Group. George has an MA in Second Language Learning and Teaching and is a Master Practitioner and certified trainer in NLP. He lives with his pet camel and monkey in Ramsgate, England.



Rob Dean - Rob was born and brought up in the North of England, and has over 14 years teaching experience. He has taught a wide variety of ages and levels during his time as a teacher, Director of Studies, and CELTA trainer. He has lived and worked in Malaysia, Spain, Slovenia and

Poland – where he continues to be based. Over the last two years, Rob has worked exclusively for Pearson Longman as an international teacher trainer and academic consultant, and travels widely delivering talks, workshops and seminars to teachers all over the world.



Mike Mayor - Mike Mayor is Editorial Director for Longman Dictionaries. Before joining the Longman Dictionaries team in 2002, Mike worked first as a teacher of English in France and then embarked on a career change, working as a lexicographer and editor for Larousse, Bloomsbury Publishing, Macmillan Education and Oxford University Press.



Rob Bexon - Rob lives in the UK and is highly involved in the development of technology in English Language Teaching. Following his years living and working abroad in Spain and Africa, working as a teacher, teacher trainer and in publishing he now travels extensively researching the needs of the teaching community and identifying critical factors that determine why new technological advances may or may not work in the modern ELT world.



CONFERENCE THEMES:

1. Opportunities for Generation Now - Mike Harris

Digital teenagers (screenagers) are different from any previous generation. They are used to a fast and furious digital world and have different learning styles. In this session, we will look at ways in which as teachers we can connect with 'screenagers', motivate them and teach them vital life skills for the 21st century.

We will examine the role of technology, especially the Internet, in presenting and reinforcing educational and cross-cultural content, developing information processing strategies and encouraging project work. We will also look at the

ways in which new technology can help to foster communication strategies and learner independence.

2. Multimedia Strategies for the Digital Age - Mike Harris

IWBs, CD Roms, enhanced DVDs, online radio and TV, YouTube, audio and video podcasts, uploads and downloads, MP3, MP4, FLV and AVI files have all opened up a brave new world of listening (and watching and reading) for the English language learner and teacher. Before, we were restricted to the course-book tapes and, if lucky, a video that always got stuck; now the world is our oyster. Or is it? Lots of wonderful new input plus a tired, old 'listen and answer the questions' approach is probably a recipe for disaster in the classroom. In this session, we will explore a learner-centred, strategy-based approach to dealing with multimedia which develops learners' ability to assess themselves, prepare for watching, handle information, infer meaning and context and get to grips with the slippery mechanics of English pronunciation.

3. How do you motivate yourself and colleagues? - George Pickering

Have you ever wondered why some people have such a positive impact on others and seem to have bags of energy and motivation for everything they do? Have also wondered why some people seem unmotivated a lot of the time? Motivation is one of the keys to the positive development of ELT professionals. In this serious and lighthearted seminar I will seek to demonstrate that there is more to motivation than Maslow's pyramid, and we will review: general theories of motivation, how to motivate yourself, goal setting and how to motivate, support and encourage colleagues.

4. How do you motivate your learners? - George Pickering

Having discussed the general principles of motivation in my previous seminar we will look at how you motivate your learners. We will review: the PRINCESS model of motivation, the importance of accelerated learning techniques and learning style differences. You will leave this workshop with clearer sense of what motivates learners and practical ideas that you can apply in the classroom.

5. Motivate with Mickey! - Rob Dean

What makes the primary classroom special? How do the unique characteristics of this age group influence the way we teach? This session will look at some of the challenges faced by teachers especially of primary age pupils and to present a selection of practical strategies and approaches aimed at making classes more engaging, students more focused – and importantly - the teachers' life easier. A selection of ready to use fun activities will be demonstrated, some of which will be taken from the unique Pearson Longman primary course developed in cooperation with Disney – *English Adventure*.

6. Learn to read – Read to Learn - Rob Dean

For many learners, reading is one of the less appealing aspects of language study. This session will showcase ways of bringing the reading skill to life in class, and look at ways in which we can develop the reading skill as well as use reading as a springboard to other areas of language development. Approaches and techniques will be illustrated with examples from the *Penguin Readers* and *Penguin Active Reading* series.

7. Reducing Stress in Exam Candidates - Rob Dean

The word 'exam' on its own is sometimes enough to make students break out into a cold sweat. But what is it about exams that learners find so stressful? Does it have to be this way? This session will look at some practical approaches and techniques aimed at taking the 'sting' out of exams - both at the preparation stage as well as on the day. We will look at some pedagogical as well as some physiological strategies suitable for any exam preparation contexts, and the session will be illustrated with material from the Longman courses *Activate*, *Premium* and *FCE Expert New Edition*.

8. What vocabulary do students need, and how do they remember it - Mike Mayor

Vocabulary acquisition can seem like an impossible task for students at any level, with seemingly random and endless lists of words to learn, and no structured way of committing them to long-term memory. How do students decide which words will be useful in the future? To put it crudely - which words are worth investing time and effort into learning? Guidance on which words to focus on and strategies to help them remember those words for longer than a week or two is a key priority for teachers. This talk examines the way in which a dictionary can help with such guidance and looks at what it means to "know" a word, with reference to the development of new vocabulary learning software based on the latest research into vocabulary acquisition. The talk will be illustrated with examples from the new edition of the Longman Dictionary of Contemporary English and the Longman Vocabulary Trainer.

9. Don't throw the baby out with the bathwater! - Rob Bexon

Good practise in teaching didn't happen by chance; it was studied and refined over time and a teacher's experience is the most important tool they can take into the classroom...so why do we think that technology will disrupt and confound years, no centuries, of improved methodologies? The advancements we are seeing, and will see in the modern classroom, through the use of new technologies are fundamentally to improve and enhance the educational experience for all concerned. Let's take a step back and see where we have come from and what lessons we can learn moving forward with the help of technology in English Language Teaching.

If you are interested and would like to participate at the conference, please, fill in the **FORMULAR DE INSCRIERE** below (and return it by E-mail: conferinta@okian.ro , Fax: 0268 547366 or regular post: SC. PREMS LIBREXIM SRL, Str. Iuliu Maniu Nr. 61, Bl.1K, Sc.E, Brasov, 500091) and confirm the payment of the **TAXA DE PARTICIPARE/REGISTRATION FEE**.

REGISTRATION FEE: 299 RON

- Registration fee must be paid directly to organizers.
- Please, register in due time as registration form and payment must be confirmed before **15 July 2009**.
- Registration fee includes all the training sessions, conference kit, daily coffee breaks, lunch and cocktail evening. Participants will receive a certificate of attendance.

REGISTRATION FEE DOES NOT INCLUDE ACCOMODATION. Please, see in the attachment "Oferte si detalii cazare" the offers available for accomodation.

For enrollment and further details, please contact:

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FORMULAR DE INSCRIERE (data limita de inscriere - 15 iulie 2009):

Daca doriti sa va inregistrati si sa participati la conferinta, va rugam **sa completati urmatorul formular** (si sa-l trimiteti prin E-mail: conferinta@okian.ro , Fax: 0268 547366 sau posta: SC. PREMS LIBREXIM SRL, Str. Iuliu Maniu Nr. 61, Bl.1K, Sc.E, Brasov, 500091) si sa **confirmati plata taxei de inregistrare**.

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