

PRIKAZ KONFERENCIJE 24. IATEFL BESIG Annual Conference

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Sveučilište u Dubrovniku

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Organizaciju IATEFL osnovao je 1967. godine u Velikoj Britaniji Bill Lee. Cilj je bio okupiti i umrežiti one koji poučavaju engleski jezik. IATEFL je Međunarodna udruga učitelja engleskoga kao stranoga jezika, a njeno poslanje je povezati, razviti i podržati stručnjake koji poučavaju engleski jezik diljem svijeta. To se, između ostaloga ostvaruje pozivom članovima da se priključe skupini BESIG ili bilo kojoj od 13 drugih posebnih interesnih skupina (engl.: *SIG Special Interest Group*). Danas IATEFL ima oko 3500 članova u stotinjak država svijeta. Članovi mogu postati svi koji se bave poučavanjem engleskoga: učitelji, predavači, (sve)učilišni nastavnici, akademski upravitelji, istraživači i ustanove. Sjedište je udruge Darwin College, University of Kent, Canterbury, Kent CT2 7NY, United Kingdom.

BESIG IATEFL je posebna interesna skupina poslovnoga engleskog jezika, stručno tijelo koje zastupa interese i služi potrebama međunarodne zajednice poslovnoga engleskog jezika. Članovi su BESIG-a uglavnom nastavnici poslovnoga engleskog, uključujući i izvorne govornike i inojezične govornike engleskoga. Najveći je broj članova iz Europe, ali je puno članova iz Sjeverne i Južne Amerike, Afrike, Azije i Oceanije.

Predsjednica Odbora BESIG-a je Marjorie Rosenberg, a koordinatori su događanja Cornelia Kreis-Meyer i Andrzej Stesik. Za

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izdavanje biltena odgovorna je Julia Waldner, dok je blagajnica Bethany Cagnol. Koordinator za razvoj je Akos Gerold, a administrator Duncan Baker. Koordinator za mrežnu stranicu je Carl Dowse.

BESIG nudi načine poboljšavanja stručnosti u poučavanju poslovnoga engleskog i vezu s drugim ljudima u struci. To radi putem godišnjih međunarodnih konferencija, regionalnih radionica, redovitih biltena i izvješća koja detaljno opisuju radove s konferencije ili radionice.

Udruga IATEFL BESIG održala je u svom postojanju 24 godišnje konferencije u različitim gradovima Europe. Ovogodišnji je skup, u čijoj je organizaciju veliku ulogu odigrala Nikolina Korečić, održan u Dubrovniku u hotelu Dubrovnik Palace. Pokrovitelji Konferencije bili su Ministarstvo znanosti, obrazovanja i športa i predsjednik Republike Hrvatske prof. dr. Ivo Josipović. Zlatni je sponzor skupa bila izdavačka kuća *Oxford University Press*, srebrni su sponzori bili *University of Cambridge ESOL Examinations* i *Cambridge University Press*, a brončani *HarperCollins Publishers*, *Heine ELT*, *Part of Cengage Learning EMEA* i *Global Input LCCI Reps* za Italiju, Sloveniju i Balkan.

Trodnevni je program konferencije počeo u petak poslijepodne pretkonferencijskim seminarima. Prvi je seminar pod naslovom *Being where I want to be* vodio Duncan Baker, a drugi su seminar i diskusiju naslova *From classroom to boardroom: English lessons and business skills* vodili Michael Carty, Evan Fendo, Marjorie Rosenberg, Vicky Hollett i Nikola Stanišić. Konferencija je svečano otvorena u večernjim satima. Upriličeno je predstavljanje nagrade David Riley koju je pokrenula izdavačka kuća Macmillan, a koja se dodjeljuje mladim stručnjacima za inovacije u poučavanju poslovnoga engleskog. Predstavljene su i 23 dobitnice stipendije IATEFL BESIG Local Scholarship Scheme za 2011.

Konferencija je nastavila svoj rad u subotu plenarnim izlaganjem koje je održao Jeremy Comfort, a sadržaj je izlaganja vidljiv u njegovu naslovu *What's culture got to do with business? Supporting our learners in a complex world*. Oko 90 izvrsnih izlagača predstavilo je svoja iskustva i najnovija postignuća u nastavi engleskoga jezika u šest sesija. Slijedi popis izlagača i tema.

Vicky Hollett: *Learning to speak 'merican*, Tom Smith, Stephanie Ashford: *StartUp Enerprise: Developing language skills through business simulations*, Helen Bicknell: *A Debatable Point: This house believes that Debates are an extremely useful tool to encourage and examine oral fluency*, Marjorie

Rosenberg: *Writing skills and world of work – Teaching writing for BEC Vantage*, Almut Koester: *Doing decision-making: Using real meetings for Business English training*, Barney Sandell : *The forgotten skill: making business writing lessons effective, focused and fun*, Fiona Dunlop: *Continuing Professional Development for Busy Business Trainers*, Tia Robinson, Lindsey Persons: *Creating practical Train-the Trainer Sessions for your Business English Trainers*, Loraine Kennedy: *Now you are an excellent BE tutor!*, Maurice Cassidy : *Flying Right: The BE Teacher's Personal Checklist*, Liam Brown: *Don't know much about history. Don't know much biology. Don't know much about a science book*, Shiv Rajendran: *Using the power of online community for Business English*, Susan Purcell: *Teaching business people via Skype*, Polona Vicic: *Virtual Learning Environment Moodle in Business English Language Teaching*, Atieh Sadat Mirkhani: *Relationship between Iranian EFL Learners' Self Regulated and Goal Oriented Learning and their Oral Proficiency*, Helen Strong: *Stand out from the crowd – brand yourself*, Mercedes Viola: *Delivering workshops to our clients – a way of enhancing their learning experience*, Nikolina Korečić: *Clash or synergy of cultures?*, Ben Lowton: *Preparatory training for further professional learning? Delivery and Potential*, Fauziah Kamaruddin: *Corporate Leaders and Executives Must Listen Well*, Amy Krois-Lindner: *Sets of Texts. A Broader Perspective for ESP Materials Insights from the new edition of International Legal English*, David Baker: *English for Finance – No cause for panic*, John Hughes: *The Power of Business Video to inform and transform*, Susan Caesar, Sharon Kim: *Adapting Business English Textbooks...Content or Language*, Steve Finders: *Influencing*, Tonya Trappe: *Career Skills for the Twenty-First Century*, Paul Emmerson: *Management Lessons – a photocopiable resource book via PaulEmmerson.com*, Ros Wright: *Reflecting the World and Words of the MBA Student & Beyond*, Louis Rogers: *Not yet in business – meeting the needs of pre-work learners*, Valentina Dodge: *Tech NO overload: managing the flow of (online) information*, Stella O'Shea: *Business English and Lexicography*, Alison Haill: *Shall we Coach? Coaching or 1:1 Teaching That is The Question*, Chia Suan Chong: *Intelligibility or Impressions? Requests in ELF Scenarios*, Nataša Gajšt: *Terms and Conditions of Sale – a Source for BE Terminology and Grammar Lessons*, Olesia Lupu, Elena Ciortescu: *Dealing with Reading Skills in the Graduate Business English Course*, Mike Hogan: *How can new Business English materials address the needs of today's learners?*, Ian Badger: *Understanding English however it is spoken: authentic business listening*, Bob

Dignen: *Communicating across culture*, Rachel Clark: *Doing Business with a Spoken Corpus: Grammar in Action*, Richard Gault: *Einstein was right, time isn't everything: renaming the tenses*, David Bonamy: *Go with the Flow! Just-in-time language input for communicative tasks*, Marina Wikman: *Meaning of Cultural Diversity in the Classroom*, Andrew Mallett: *Presentation skills training: the language problem*, Deborah Capras, Helen Strong: *Each to his or her own blend! What could be stopping you from integrating mobile learning into your teaching of business English? Technophobia – or sound pedagogical motives?*, Martin Lisboa: *Case studies on real companies and industries – where theory meets practice*, Scott Levey, Eve Turner: *Transferring learning to the workplace – what helps? What hinders?*, Sabrina Mallon-Gerland: *Case study – Why the Germans are arrogant and the Americans are not committed*, Adrian Pilbeam: *The role of culture in business English training*, David Cato: *Managing Time. Take it Online*, Iclal Sahin: *Bringing Media Literacy into the Business English Classroom*, Kees Garman: *Power in PowerPoint. Creative uses for PPT in the BE classroom.*

U subotu je u večernjim satima održan godišnji otvoreni forum. I nedjelja je bila radna. U nekoliko sekcija održana su sljedeća predavanja:

Martin Lisboa: *Introducing the New Flagship Business English Title from Cambridge University Press*, Scott Tokaryk: *Cornelsen Campus – ELT materials designed for students in higher education*, Kirsten Waechter: *Learning how to learn: make language trainings more effective*, Lucy Williams, Maja Sirola: *Motivating topics for your business students*, Tereza Matić Ivušić, Silvija Batoš: *Written Workplace Genres: Culture Variations*, Helen Bicknell: *Will CLL kill Business English?*, Kevin Westbrook, Pete Sharma: *Learning technologies in language teaching – where are we? Where do we go from here?*, Joanna Trznielewska: *Choosing and using videos with business English students*, Nick Robinson: *Chasing rainbows? The search for an overarching methodology for ESP*, Claire Hart: *Bad Business English Teachers Copy, Good Business English Teachers Copy. Good Business English Teachers Steal*, Evan Fendo: *We know the language and they know the content. Emm*, Evelina Mišćin: *Dealing with Business Vocabulary*, Christine Wasko, Esq.: *Innovative Business Correspondence: Successful Use of Creativity and Humor*, David Leeming, Delia Anne Jackson: *Putting Mr Hofstede to work*, Timothy Philips: *The Power of Partnerships. Skylight Explores Profit Sharing Models*, Barry Tomalin: *Teaching Business Communication in the '3rd Space'*,

Roy Bicknell: *Oblique Strategies: a powerful tool for energising language and content in the classroom*, Alun Philips, Iclal Sahin: *Creativity Teaching Activities in Business Communication Contexts*, Michael Carty: *When Silence is not Golden: Helping students to communicate in the world of work*, Martin Bradbeer: *Coaching Professors: providing language support for lectures at universities*, Nick Munby, Richard Hodgkiss: *„If. or using the world as a setting for simulations*, Richard D. Lewis: *Cultural Factors in International Business*.

Poster prezentacije pripremili su za ovu konferenciju: Lisa Zimmermann, Ulrike Polzl-Hobusch, Gerhild Janser-Munro: *Using the Constructionist Approach Teaching Business English*, Paul Emmerson www.PaulEmmerson.com.

Konferencija je zatvorena prigodnim okupljanjem i druženjem sudionika u izložbenom prostoru gdje su se smjestili vodeći izdavači publikacija vezanih uz poučavanje poslovnoga engleskog.

Meteorološke prilike trodnevnoga radnog programa bile su izvanredno pogodne: blage i suhe za mjesec studeni. Sunčano, tiho i toplo vrijeme, pogodovalo je i druženju stručnjaka u području poslovnoga engleskog iz cijelog svijeta i izvan radnoga dijela konferencije. Bonaca koju smo promatrali kroz ostakljene prozore konferencijskih dvorana, pogled na Grebene, Koločep, Orašac i otvoreno moru koje povezuje obalne zemlje i narode i jesensko plavetnilo našeg mediteranskog neba povezalo je i zbližilo sve sudionike konferencije i, uvjereni smo, nadahnulo ih za poučavanje engleskoga jezika s još više entuzijazma.