

Oxford Business Event 2010

Saturday 27 March 8:30-12:30

Hotel Krone Unterstrass, Zürich

Programme:

Time	Title	Speaker
8:00	Registration/tea and coffee/book exhibition	
8:30	Welcome	Jayne Herzog
8:35	Teaching English <i>with</i> a purpose or <i>without</i> : which is easier?	Robert McLarty
9:30	What can we expect from OUP Business in 2010?	Jayne Herzog
9:50	Placement Testing? How Oxford English Testing can help you	Jennifer Hinam
10:15	Coffee/tea break – book exhibition and networking	
10:45	One-to-one teaching – the challenges & the benefits	Cindy Hauert
11:45	<i>International Express</i> DVDs – a look at this exciting new resource which will add extra value to your courses	Robert McLarty
12:20	Questions and answers Session. Your chance to put your question to the experts	The OUP Business Team

Session 1: Teaching English *with* a purpose or *without*: which is easier?

Teachers are often put off by ESP courses, thinking that the content is too difficult or that they are not informed enough, but as so many courses these days need to be targeted to the particular needs of customers, more and more teachers are having to take on courses outside their comfort zone. In this talk we will look at three specific industries and investigate how teaching programmes could be designed to fit these and other specific fields. The *Express* series will be presented as core material in this workshop.

Robert McLarty is the co-author of *Business Basics* and *Business Focus*. He was Director of ILC Paris for twelve years, Principal of OISE Oxford for six years, and for the last six years has been Publishing Manager for Business English/ESP at Oxford University Press.

Session 2: What can we expect from OUP Business in 2010?

In this presentation, you will be given a brief run through of the latest publishing from Oxford University Press, aimed at helping you with your Business English teaching. From *English for the Pharmaceutical Industry* to *Highly Recommended 2* for the Hotel and Catering Industry, there promises to be something of interest to everyone!

Jayne Herzog taught general and business English in Switzerland for 18 years before taking up her current post as Area Manager for Oxford University Press in Switzerland. Until recently, Jayne was very active in various roles with the English Teachers' Association of Switzerland (ETAS).

Session 3: Placement Testing? How Oxford English Testing can offer you solutions.

Plenty of time each year is being spent at schools on placement testing. During this talk you will learn how you can save time, and impress your in-company clients with the new, computer adaptive *Oxford Online Placement Test*.

Jennifer Hinam began her publishing career with OUP's Academic Online Publishing department in the UK, before joining OUP Switzerland as English Language Teaching Consultant in July 2007. She is CELTA qualified (with experience of teaching in Europe and Asia), and in 2007 she gained the Institute of Linguistics Diploma in Translation (German to English).

Session 4: One-to-one teaching –the challenges and the benefits

One-to-one teaching presents the teachers with a whole new set of challenges. In this session we will discuss why students choose one-to-one lessons, consider the benefits of one-to-one teaching, and look at how to adapt your teaching from group lessons to one-to-one sessions.

Cindy Hauert was born in the United States and grew up in Denver, Colorado. After completing a B.A., she joined an executive training programme at Macy's in New York City and became a buyer for the cosmetics department. This business experience, in more ways than one, proved to be very useful later on in her Business English teaching career. She returned to university in 1980 and after receiving her M.A. in English went to Paris, where she tutored future English teachers at the Sorbonne as well as teaching in-company classes.

In Switzerland since 1987, she teaches Business English in-company as a freelancer. She also has a LCCI CertTEB, and is the BESIG Co-ordinator and Treasurer of the English Teachers' Association of Switzerland (ETAS).

Session 5: *International Express* DVDs

International Express now comes with video-based lessons and self-study exercises at all levels. In this slot we will look at some examples and discuss how they can be used to add value to your courses.

Session 6: Questions & Answers Session!

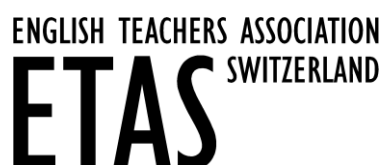
This short session offers you the chance to put your question to the OUP Business Team. If there is anything you have always wanted to ask, please just ask away!

Book Exhibition:

- Oxford University Press
- Buchhandlung Stäheli
- Mimio, the interactive solution – Derrick Kerley Engineering
- The English Teachers' Association of Switzerland (ETAS)
- Cambridge ESOL, Zürich/Winterthur

Prize Draw:

- 1st Prize: 1 complete set of the *Express* series – 19 titles
- 2nd Prize: 1 complete set of *International Express* with DVDs (four levels) (Student's Books, Teacher's Books and Class Audio CDs)
- 3rd Prize: 1 complete set of one level (of your choice) of *Business Result* (Student's Book Pack, Teacher's Book Pack, Class Audio CDs)
- 4th Prize: 1 complete set of one *Oxford English for Careers* title (Student's Book, Teacher's Resource Book and Class Audio CDs)
- 5th Prize: 1 copy of *English for Specific Purposes* by Keith Harding
- 6th Prize: 1 *Oxford Business English Dictionary*



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