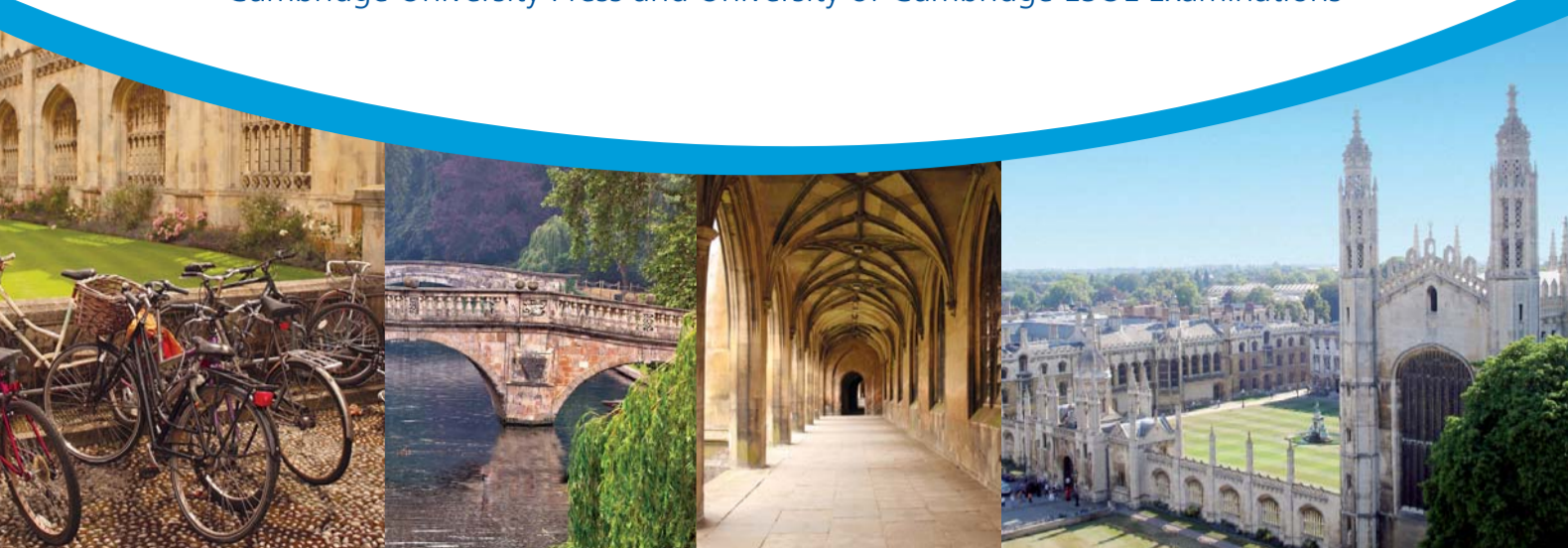




Cambridge Day Kraków

Friday, 28th May 2010

Invitation to a conference for EFL professionals organised by Cambridge University Press and University of Cambridge ESOL Examinations



Cambridge University Press and University of Cambridge ESOL Examinations are delighted to invite you to

Cambridge Day

Kraków Friday, 28th May 2010

Hotel ANDEL'S, ul. Pawia 3

Conference timetable

10.30 - 10.35	Opening	
10.35 - 11.35	Keeping up with change: new lexis in Business Vocabulary in Use	Bill Mascull
11.35 - 12.00	Break and refreshments	
12.00 - 13.00	Making a difference: meeting the needs of the 21st century learner	Alex Tilbury
13.00 - 13.30	Break and refreshments	
13.30 - 14.30	Success in English: Finding it with Cambridge ESOL	Angela Princ

The conference is free of charge. Due to the limited number of places, we kindly ask you to confirm your attendance by emailing cambridge@cambridge.org.pl (please quote Kraków) or by calling 22 828 92 67



Keeping up with change: new lexis in Business Vocabulary in Use

The unprecedented economic events of the last few years have thrown up some interesting additions to the business lexicon. I'll be looking at some of these new words and expressions, and I'll be considering how business English materials should take account of them. Is some of the language too ephemeral for inclusion? And are there some things that learners of English should not try to use in their active vocabulary? To illustrate these points, I'll be talking about the criteria for incorporating new lexis into the latest edition of Business Vocabulary in Use at Intermediate and Advanced levels.

Bill Mascull has taught English and trained teachers in Sweden and France, where he became involved in materials writing for business English learners. He is particularly interested in the applications of language corpus analysis in this area. Now based in the UK, Bill has worked on a range of learner dictionaries, course books, and self-study materials, including the three levels of Business Vocabulary in Use (CUP), whose second edition comes out this year.

Making a difference: meeting the needs of the 21st century learner

The last few decades have seen enormous changes in the ways in which English is used around the world. What challenges face the learners of the 21st century? What specific skills and strategies do they need? How are their needs different from those of learners, say, thirty years ago? In this session, we will consider these questions and look at some approaches and materials which may be of particular relevance to today's learners of English.

Alex Tilbury is co-author of English Unlimited, a new six-level general English course for adults from Cambridge University Press. He has lived and worked in Katowice since 1997. Formerly the director of studies at a large private language school, he is now a freelance author and Cambridge ESOL teacher trainer. He also writes occasional reviews for Modern English Teacher magazine and is an inspector for the International House World Organisation. His professional interests include pedagogical grammar, second language acquisition and the evolution of English as a lingua franca.

Success in English: Finding it with Cambridge ESOL

As teachers, we know that the preparation for a Cambridge ESOL exam is an excellent way for students to develop their competencies in all four skills. However, do our students see this? How can we make our exam preparation activities relevant to our students in preparation for an exam as well as in getting them ready for life? In this session, we'll take a look at a variety of activities and resources to develop our learners proficiency in all areas as well as motivate them towards success!

Angela Princ holds a B.A. in French, a B.S. in Secondary Education, and an M.A. in French/Second Language Acquisition from Kansas State University. She has foreign language teaching experience at the university level as well as at the secondary level as a certified teacher. Since moving to Prague, Angela has been teaching English full-time and has had the opportunity to run a number of teacher training workshops in the Czech Republic, Slovakia and Hungary. She works for Cambridge ESOL as a freelance speaker and teacher trainer.

Conference Pack

All participants will receive

- a set of didactic materials
- a certificate of attendance for each session.

All participants will have an opportunity to order a selected ELT publication free of charge:

- **English for Business Studies** - a new edition for teachers of Business English
- **English Unlimited** - a new course for adults
- a **Complete** exam course book.

All participants will take part in a prize draw and could be one of 5 lucky winners of a new edition of **Business Vocabulary in Use with CD-ROM** by Bill Mascull.

Exhibition

Throughout the day there will be an exhibition, giving you the opportunity to buy with a conference discount the latest ELT publications and exam materials published by Cambridge University Press. The stand will be run by Integra.

Additionally, during the conference, there will be an opportunity to visit the stand of the British Council - Cambridge ESOL Authorised Examination Centre in Kraków. The personnel of the British Council will be on hand to offer information and advice.



Conference partners

