



## 2007 Sales Conference: New Business Opportunities with CenterCom Ltd. 7-9 September, 2007 - Moscow

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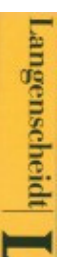
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Please, contact Larisa Uvarkina or Vladimir Orlov at [region@centercom.ru](mailto:region@centercom.ru) for more information.

**DAY 1** **7th September, Friday**  
**Visiting Moscow International Bookfair**

**DAY 2** **8th September, Saturday**  
**Taking the Most Advantage of Thomson ELT (TELT)**



09.30 *Greetings*

10.00 **MILESTONES IN THE HISTORY**

Darya Anashkina (Thomson ELT representative - Russia)

10.30 **AN INTRODUCTION TO GENERAL ENGLISH COURSES**

Tracy Dignan (Thomson ELT Consultant - UK)

*Primary* - Look, Listen & Say; Surprise, Dippy; *Secondary* - Superstar, Link/Link Up

11:20 *Coffee Break*

11.40 **AN INTRODUCTION TO GENERAL ENGLISH COURSES**

Tracy Dignan (Thomson ELT Consultant - UK)

*Adult* - Innovations; *Grammar* - Collins Grammar Series; Grammar Booster; Learn & Practise English grammar; *Readers* - Classic Readers, Bestseller Readers, National Geographic Readers

13:00 *Lunch Break*

14.00 **ENGLISH FOR SPECIFIC PURPOSES**

Tracy Dignan (Thomson ELT Consultant - UK)

*Business* - Best Practice, New Business Matters, English for Professionals Series, Other titles; *Dictionaries & Reference* - COBUILD Range; *Exams* - Cambridge ESOL Exams, TOEFL, IELTS

15.00 **CORRELATION OF EXAMS WITH TELT COURSES**

Tatyana Kuznetsova (Thomson ELT Teacher-Trainer - Russia)

15:30 *Coffee Break*

15:50 **TEACHERS' MATERIAL** *Printed Titles* and *Online Material* - ELT Advantage

Tracy Dignan (Thomson ELT Consultant - UK)

16:50 **ENGLISH FOR ACADEMIC PURPOSES**

Tracy Dignan (Thomson ELT Consultant - UK)

Writing, Reading, Vocabulary, Listening & Speaking and Notetaking

17:20 **AMMENDMENTS TO THE RUSSIAN EDUCATIONAL LAW**

Slava Potapchouk (Director General - CenterCom Ltd.)

17:40 **TENDERS AND AUCTIONS IN BOOK SUPPLY**

Natalya Gubanova (Academic Sales Director - CenterCom Ltd.)

20:00 *Thomson-CenterCom Party*

**DAY 3** **9th September, Sunday**  
**New Opportunities with CenterCom**



09.00 **WHAT IS ELECTRONIC LMS?** (*LMS* - Learning Management System)

Eldad Chereshnya (Managing Director - The Q-Group)

09.40 **HOW TO DO BUSINESS WITH ELECTRONIC PRODUCTS?**

Eldad Chereshnya (Managing Director - The Q-Group)

*Online* - Primary, Secondary, Business; *LAN versions*; Stand-Alone *CD-ROMs*

10.50 **NEWS FROM HUEBER VERLAG**

Wolfgang Schwetz (Area Manager - Hueber Verlag)



11:20 *Coffee Break*

11:40 **INTRODUCTION TO BULATS**

Tatyana Kuzrnina (Teacher Trainer - CenterCom-Moscow)

12.00 **BECOMING A SUBAGENT FOR CAMBRIDGE ESOL**

Slava Potapchouk (Director General - CenterCom Ltd.)



12:20 **HOW TO ADMINISTER BULATS EXAM**

Varvara Danshina (Tritec Educational Center - Saratov)

12.40 **NEW PROMOTION OPPORTUNITIES WITH CAMBRIDGE ESOL EXAMS**

Lyudmila Romanova (teacher Trainer - CenterCom-St.Petersburg)

13:00 *Lunch Break*

14.00 **NEW TITLES FROM EXPRESS PUBLISHING**

Angela Tatossyan (Promotion Director - CenterCom-Moscow)



14.30 **OVERVIEW OF THE SPOTLIGHT NEWS**

Slava Potapchouk (Director General - CenterCom Ltd.)



15:00 **INTRODUCTION TO DELTA PUBLISHING**

Angela Tatossyan (Promotion Director - CenterCom-Moscow)

15:30 *Coffee Break*

15:50 **INTRODUCTION TO GARNET EDUCATION**

Angela Tatossyan (Promotion Director - CenterCom-Moscow)



16.20 **NEW PRODUCT FROM LANGENSCHIEDT**

Nina Yepikina (Teacher Trainer - CenterCom Ltd.)



16.40 **NEW PRODUCT FROM HACHETTE FLE**

Irina Vilmut (Teacher Trainer - CenterCom Ltd.)



17.00 *Closing Ceremony*

19.30 *Paintball Match (Europe vs Urals & Siberia) & Shoshlyks*