



# 2007 CenterCom Autumn ELT Conference

20th October, Nizhnevartovsk

**Venue:** Conference Hall, Gymnaisum  
41A Khanty-Mansiisk street  
Please, pre-register at **LINGUA**  
tel. (3466) 65-11-31,  
e-mail [lingua68@rambler.ru](mailto:lingua68@rambler.ru)  
or online at [www.centercom.ru/events](http://www.centercom.ru/events)



Express Publishing

UNIVERSITY of CAMBRIDGE  
ESOL Examinations  
English for Speakers of Other Languages



MARY GLASGOW  
MAGAZINES  
SCHOLASTIC

CenterCom

## SPEAKERS:

**Andy Cowle** Teacher Trainer, Mary Glasgow Magazines  
**Steve Lever** Senior ELT Consultant, Express Publishing  
**John Parsons** Director, CenterCom-UK  
**Slava Potapchouk** Director General, CenterCom Ltd.  
**Stephen Webster** Teacher Trainer, CenterCom-UK

## PROGRAMME

09:00 Registration

10:00 **WHAT IS AN EFFECTIVE LMS (Learning Management System)?** John Parsons

A Learning Management System (or LMS) is a software package that enables the management and delivery of online content to learners. Comprehensive LMSs often include tools such as competency management, skills-gap analysis, succession planning, professional certifications, and resource allocation (venues, rooms, textbooks, instructors, etc.).

11:00 **INTRODUCTION TO A COMPUTER TEST BULATS** Slava Potapchouk

Testing and assessment more and more shift towards CBT or even IBT modes. In this talk, a new Cambridge ESOL exam is presented in detail. Various ways of exploiting its advantages are explained and demonstrated.

11:40 Coffee Break

12:00 **GLOBAL ENGLISH IN THE GLOBAL WORLD** Andy Cowle

To speak English today is to know contemporary cultural realities not only from English-speaking countries, but from all over the world. This talk is about how to achieve this using MGM periodicals.

13:00 Lunch Break

14:00 **TEACHING FOR AND BEYOND THE TEST** Steve Lever

Teachers face a dilemma of using their regular textbook to continue teaching English to Ss or switching to another book in order just to train them for the exam. This talk is about Spotlight Higher series, which combines these two needs in one product.

14:40 **PHYSICISTS OR LYRICISTS? THAT IS THE QUESTION** Stephen Webster

Teaching English to Ss who chose to major in arts or in "soft" sciences seems to be easier than to those specialising in sciences. Is it the case or are there hidden shoals? This talk is going to dwell on this and offer some answers and solutions.

15:20 Coffee Break

15:40 **PHYSICISTS AND LYRICISTS! THAT IS THE ANSWER** Slava Potapchouk

What to do if your Ss seem to be much cleverer than you in sciences? How to incorporate humanities like FLT in the busy schedules of science Ss? This talk is about practicalities of using "profile" supplements in the ELT classroom.

16:10 **DO YOU NEED A PIECE OF CHALK FOR THE WHITEBOARD?** Steve Lever

In response to the development of new classroom technology, Express Publishing has started developing software for interactive whiteboards. In this presentation we will demonstrate the software currently available and look at what it means for the classroom.

16:40 **RESOURCES YOU CAN RELY ON** Andy Cowle

This talk is about how to enrich your lessons with a variety of resources from MGM books.

17:00 Questions & Answers

**Gifts:** a full set of **Spotlight** sample chapters (Starter, 1, 2, 3, 4, 5, 6, 7, 10),

**Spotlight on Hard Sciences** sample chapter,

one-month FREE password to **Q-Kids**, **Q-English** or **Q-Business**

**30% discount** on BULATS test on the venue site (please, book when registering)