

27th October, 2008 - Ufa

Venue: сош №35, г.Уфа, ул.М.Гафури,7
(остановка транспорта «Телецентр»)

Please, pre-register at Mir Innostrannoi Literatry, tel. (3472) 575852, 745333,
e-mail mil_ufa@mail.ru, or online at www.centercom.ru/events

PROGRAMME

- 12:00 Registration
- 13:00 [Greetings from the Ministry of Education of Bashkortostan](#)
- 13:20 [Exams and Learners: Friends or Foes?](#) David Evans, ELT Author
Learners today are tested and examined more than ever before, but is the modern emphasis on measurable results a help or a hindrance to a true education? This talk shows how student-centred learning can be combined with exam success with particular reference to the course **Spotlight on FCE**.
- 14:00 [Modern FL Syllabi and Coursebooks as a Useful Tool in Developing Students' Intercultural Communicative Powers and Creative Thinking](#) Victoria Safonova, ELT Author
The workshop aims to give an insight into general and specific characteristics of newly-developed culture-oriented English-language syllabi and coursebooks for Russian middle- and upper-secondary school students and to focus on the most effective teaching strategies and existing school experiences in developing students' intercultural communicative competence.
- 14:40 Break
- 15:00 [The Great Persuaders](#) David Evans, ELT Author
The art of teaching and the art of persuasion have much more in common than is often believed. Is motivating a classroom of unruly teenagers to learn a language really that different from convincing a sceptical jury in a court of law - or even selling a secondhand car? In this presentation David Evans look at what teachers can learn from the ancient art of persuasion with particular reference to the course **Link**.
- 15:40 [Making Grammar Child's Play](#) Stephen Webster, Teacher Trainer
This talk shows how Heinle's series **Grammar Booster** brings grammar to life at home and in the classroom with comic strips and fun activities for younger learners.
- 16:20 [Making Language Count](#) David Evans, ELT Author
Every day businesspeople and consumers are bombarded with messages, most of which are poorly understood or even ignored. This means that an effective business communicator needs to be not just accurate in his or her use of language, but also convincing and memorable. This talk shows what a difference the right choice of words can make in business life and looks at the way jargon, buzzwords and metaphor are used in business communication (**Best Practice**).
- 17:00 Questions & Answers

