

# “Best Practice” in Business English Teaching

**30th October, 2008 - Tyumen**

**International Institute of Finance, Management and Business (Tyumen State University)**



Venue: [г. Тюмень, ул. Ленина, д.16, аудитория 316](#)  
[Международный институт финансов, управления и бизнеса](#)  
Please, pre-register at [Lingua-Tyumen](#), tel. (3452) 494-225  
e-mail [tyumen-express@rambler.ru](mailto:tyumen-express@rambler.ru), or online at [www.centercom.ru/events](http://www.centercom.ru/events)

## PROGRAMME

11:30 *Registration*

12:00 **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**).*

12:40 *Break*

12:50 **Collins COBUILD: A Window on the World** David Evans, ELT Author  
*A modern dictionary is far more than a simple reference book. This talk demonstrates how **Collins COBUILD** dictionaries can be used as a dynamic learning tool both in the classroom and for home study.*

13:30 *Questions & Answers*

