

English for Business Life

by Ian Badger

16 February, St Petersburg

Venue: Academy of Post Graduate
Pedagogical Education (APPO)
11 Lomonosov street, St Petersburg

**Please pre-register online at www.centercom.ru/events
or Tel.: (812) 331-88-28, 331-88-29, 329-38-90**

Ian Badger is the co-author of the 4-level series English for Business Life (Marshall Cavendish ELT). He is a partner in Business and Medical English Services and a director of English4 Ltd. Ian is based in Bristol, UK but travels extensively running English language training for international companies and seminars for teachers of Business English. A special interest is in helping global teams to work effectively in English; current projects involve participants from Russia, Finland, Germany, France, Austria and China. He has just completed a course for Russian and Finnish logistics managers in Helsinki. **BUSINESS** Life is a unique reflection of the business world and is by far the most appropriate material for core in-company language training on the market. **BUSINESS** Life demonstrates and practises the real communication needs required in the international world of business, it is also the ideal material for students who plan to enter this world!

PRPROGRAMME

10:00 Registration

10:30 **[Business English: meeting the needs of modern industry and commerce](#)**

In this workshop, Ian Badger will describe a range of business English training situations which he has been involved in and discuss the evolving needs of business English learners. This will involve discussion of the planning of training content, preparation and delivery and the provision of feedback and follow-up. We will explore areas of communication difficulties which can be overcome using appropriate teaching strategies and materials and practical recommendations will be given.

11:45 Break

12:00 **[English for Business Life: relevance, flexibility and adaptability for the business learner](#)**

This interactive workshop will reflect on the demands of business learners who use English in the global world of business. Typically their time for study is limited and they have clear ideas about what they want to learn in order to be more effective in their jobs. Similarly students preparing to use English in the workplace need to be confident that the language skills they learn at university or college will be useful in the world of work. Our language teaching must therefore be highly relevant to real working needs, be flexible to differing training timetables and be adaptable to specific requirements.

13:15 *Questions and Answers*

***ALL PARTICIPANTS WILL GET
ATTENDANCE CERTIFICATES!!!***