

Venue: \_\_\_\_\_

Please pre-register at  
tel: 8-918-534-28-26 e-mail: [centercom\\_rostov@mail.ru](mailto:centercom_rostov@mail.ru)  
or online at: [www.centercom.ru/events](http://www.centercom.ru/events)

**PROGRAMME**

**10:00 Registration**

**11:00 THE EVOLUTION OF ENGLISH David Evans, Heinle ELT**

Most linguists agree that English is changing faster than ever before. But how is it changing and what will the effect on the classroom be? This talk reflects on the way that new technologies and social change impact on language. It also explores the way that British English is evolving, the importance of other 'Englishes' and the status of international English as a lingua franca

**11:40 EXPERIENCING A LEARNING ADVENTURE John Parsons, CenterCom-UK**

Join Dippy on an exciting journey that takes young learners from the first steps of language acquisition to using English as a means of communication. In this talk we will demonstrate how it is possible for young learners to gradually become effective users of the language and all this within a pleasant classroom environment.

**12:20 THE GREAT PERSUADERS David Evans, Heinle ELT**

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 looks at what teachers can learn from the ancient art of persuasion with particular reference to the course Link.

**13:00 Break**

**13:30 WELCOME TO THE FOOTPRINT READING LIBRARY! Tatyana Sokolova CenterCom – Moscow**

**Developing communicative skills with the National Geographic Series**

**14:10 COLLINS COBUILD: A WINDOW ON THE WORLD David Evans, Heinle ELT**

A modern dictionary is far more than a simple reference book. In this talk, David Evans shows how Collins COBUILD dictionaries can be used as a dynamic learning tool both in the classroom and for home study. He will introduce the dictionary and explain how it is researched and compiled. He will explain how learner's dictionaries differ from other kinds of dictionary and highlight some of COBUILD's key features, as well as demonstrating the new opportunities provided by the dictionary's online resources.

**14:50 "INNOVATIONS IN LANGUAGE TEACHING" John Parsons, CenterCom-UK**

Why there are fundamental flaws at the starting point of most language learning syllabi and how to systematically break most of the "rules" of the ELT classroom.

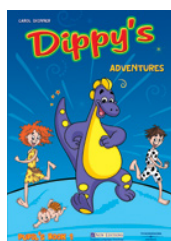
**15:30 Questions and Answers and Prizes**

*All the participants will receive Certificates of Attendance and sets of sample units from all major Heinle ELT courses and all will take part in a Lottery with Prizes*

**Classroom set of Heinle ELT NGR Readers**

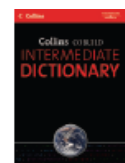
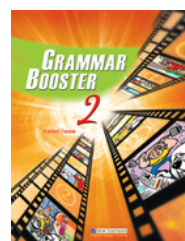


**A Set of Dippy 3 levels**



**A Set of Link 5 levels**

**4 levels of Grammar Booster**



**A Collins COBUILD Intermediate and Advanced Learner's Dictionaries with CD - ROMS**

