

VIP Invitation

Cambridge Day Brussels

Saturday April 24th 2010



Cambridge University Press is delighted to welcome you to our Cambridge Day in Brussels. This all-day **FREE** event will take place at the **International Auditorium** and will feature speakers from Cambridge University Press and BELL who offer an excellent range of Teacher Development courses which cover all aspects of English language teaching.

Other key educational partners present on the day include Animation Langues and the British Council.

How to register

Please go to our Benelux website **www.cambridge.org/elt/be** and fill in the registration form. You will then receive your confirmation by email or post.

If you are unable to register on-line, please fill in the enclosed reply slip and either fax or send by post to

Cambridge University Press
FuturX-Bâtiment E28
Bld Industriel 58
7700 Mouscron
Belgium

If you have any queries, please contact
Dominique Turck (Promotions Co-ordinator)
infobenelux@cambridge.org
Phone (0032) 56 347825

The Cambridge Day is open to all types of teachers of English and there will also be a materials exhibition giving you the opportunity to examine our latest ELT publications.

This event is **FREE** for all teachers. Coffee and lunch will be provided free of charge. Teachers will also receive free books and be invited to join us in a champagne cocktail at the end of the day.

Places are strictly limited and will be offered on a first-come first-served basis.

For more details on the workshops and the speakers please see below and overleaf.

Event Programme
9.30 – 10.00 Registration
10.00 – 10.10 Welcome and introduction: Adrian Mc Cormick (Associate Manager Benelux)
10.15 – 11.00 Present-day England: myths and realities – Snapshots of contemporary England through the eyes of a mystified anglophile (Silvana Richardson)
11.00 – 11.50 Teaching with Teenagers in Mind: So what’s new?—and not! (Gary Anderson)
11.50 – 12.35 ELT in the Digital Age with MIMIO: Technology to teach—and learn! (Peter Enright)
12.40 – 2.00 Buffet Lunch from Salons Paaleyck
2.00 – 3.00 English Unlimited: Teaching effective communication in the modern world (David Rae)
3.00 – 3.45 Tools for Teachers, or ‘Fitting round pegs into square holes’ (Gary Anderson)
3.45 – 4.15 Coffee/Tea Break
4.15 – 4.45 To ‘E’ or not to ‘E’: Embracing the digital age! (The Cambridge team)
Closing address, champagne cocktail, PRIZE DRAW and distribution of attendance certificates



Plenary

Present-day England: myths and realities – Snapshots of contemporary England through the eyes of a mystified anglophile, *Silvana Richardson*

In this interactive talk about contemporary English life and culture with a small 'c', some of your views on present-day England might be challenged. You might also pick up some colourful meanings and uses of English words and expressions related to the cultural phenomena discussed. I will draw on insights from the media and contemporary English authors, as well as on my own bemused observations and personal experiences. If you are a bit of an anglophile yourself, and if you believe that teaching about culture is an integral and fundamental aspect of English language teaching, then this talk is for you.

Workshops

Teaching with Teenagers in Mind: So what's new? – and not!, *Gary Anderson*

We will first look at the historic and present-day 'challenge' of teaching teenagers and at how English in Mind aims to meet this challenge by keeping the psychological mind-set of teenagers...in mind. We will then try out activities from the

brand-new 2nd edition of English in Mind which includes a DVD-ROM (with 'Videoke') for students, a Testmaker CD-ROM for teachers, expanded intensive and extensive reading exercises, information from the Cambridge International Corpus to help learners 'Get it Right' and use 'Everyday English', and extra online activities for both teachers and their 'screen-ager' students.

Participants will receive a FREE copy of *English in Mind* new edition with DVD-ROM

ELT in the Digital Age: Technology to teach and learn! *Peter Enright*

This workshop will show the busy teacher how to motivate and engage their students with the help of a small, portable, easy to use and extremely economical MIMIO, a nifty electronic device that will turn any classroom into an interactive learning environment. It's brilliant!

Peter will begin the session by showing the audience how to set one up. A demonstration of Classware (using Pre-intermediate face2face Classware) will follow, with time for questions at the end of the session.

English Unlimited: Teaching effective communication in the modern world, *David Rae*

The workshop will look at ways to structure a series of lessons in order to prepare students to communicate effectively in the modern world. It will raise a number of issues, such as: how to relate language areas to practical, real life communicative goals; how to get the most frequent words in English, and their patterns, across to students, and how to develop students' intercultural awareness and their conversational strategies. Examples for the workshop will be taken from English Unlimited- a new 6 level course from Cambridge University Press.

Participants will receive a FREE copy of *English Unlimited pre-intermediate*

Tool for teachers: or 'Fitting round pegs into square holes', *Gary Anderson*

After discussing the place of supplementary resources in language learning, we will try out activities from various Cambridge ELT materials for teaching teenagers, young adults and adults including titles in the Cambridge Handbooks for Language Teachers and the Cambridge Copy Collection of photocopiable resources as well as Cambridge English

Readers and Discovery Readers, and dictionaries, including the Cambridge School Dictionary for CLIL. Our goal will be to have some serious fun while letting participants reflect on how to use such teaching tools to better fit students (the 'round pegs') into courses (the 'square holes').

Participants will receive a FREE copy of a *Cambridge Discovery Reader*

To 'E' or not to 'E': Embracing the Digital age! *The Cambridge team*

The 'diction-addiction' quiz will provide a warm-up for this (inter-)active session. With your brain sufficiently extended you will be taken on a roller-coaster ride round the new English Vocabulary in Use CD-ROM with interactive activities, audio recordings and much more! At the end we will stretch your brain even further, while showing you how English is changing and how new words and phrases come into the language all the time. As with most competitions there will be a winner and a prize. As Cambridge is celebrating 25 years of English Grammar in Use this year what better prize than a silver i-pod touch on which you can use your English Grammar in Use classware; and for the runner-up a silver hardback limited edition of English Grammar in Use.



Exhibitors:

AUDIVOX provide an excellent service for English language teaching books in Belgium, Holland and Luxemburg and have 4 unique ELT showrooms in Belgium : Antwerp, Brussels, Liège and Gent. Teachers can order through e-mail at **info@audivox.net** or through the local bookshop that co-operates with Audivox.

Bell International, a non-profit making charitable trust, is one of the leading providers of English language and teacher training in the UK. We run regular pre-service (CELTA) and in-service (DELTA) courses for teachers wishing to start a career in teaching English or to extend their expertise. In 2009 we opened our Bell Teacher Campus which offers a wide range of two week professional development courses in July and August. These courses are eligible for Comenius funding and take place at Homerton College (part of the University of Cambridge). Teachers also come to Bell on closed group courses where we tailor the programme to match the specific requirements of the group. Bell International also runs Intensive English courses in the UK as well as Young Learner programmes in the summer. For further details of our organisation and the courses we run please visit our website: **www.bell-centres.com**

Cambridge ESOL offers the world's leading range of certificates for learners and teachers of English - taken by over 3 million people in 130 countries. They help people gain entrance to university or college, improve job prospects or measure progress in English. More than 10,000 employers, universities and government bodies around the world recognise these exams.

The British Council builds engagement and trust for the UK through the exchange of knowledge and ideas between people worldwide. They provide access to UK qualifications by arranging English language examinations and distance-learning exams. They also accredit English language courses in the UK. If you wish to obtain a formal qualification in the English language, they arrange ESOL (English for Speakers of Other Languages) exams appropriate to your level.

Centre d'Animation en Langues – a non-profit organisation – For over thirty years has stayed true to its mission of organising projects and creating situations where people dare to speak foreign languages: conversation tables, language-learning activities, organising our yearly language festival (for both schools and the general public), publication of magazines in English, Dutch and French, study days for teachers... Surf to our website **www.animationlangues.be** to discover our full range of offers.

La Maison des Langues in Liège promotes multilingualism, providing information and counselling to companies, private persons and schools. With its partners, it develops language training programmes tailored to specific needs. Find out more at **www.maisondeslangues.be**

All teachers that participate will receive a complimentary copy of the following books at the end of the day:



The Cambridge Day speakers

David Rea is the co-author of English Unlimited. He has worked in ELT for fourteen years, having taught English and trained teachers in Poland, Egypt, Argentina, France and the UK. Before becoming freelance in 2006, he was a member of the teacher training staff at International House, London. He is currently studying for an MA in ELT and Applied Linguistics at the Institute of Education, London University. His current interests include finding ways of implementing a lexical syllabus in ELT material.

Gary Anderson was Pedagogical Director of the language program of the former American Center in Paris where he taught and co-ordinated classes for all ages of learners. He was President-elect of TESOL France when he joined Cambridge ELT as International Teacher Trainer based in Paris. He has since given talks in over 50 countries on five continents, including at IATEFL UK and several times in Belgium.

Silvana Richardson is a teacher educator. She has extensive experience coaching and mentoring teachers and training teacher trainers both face to face and online. She has taught English at all levels and to all age groups; trained novice and experienced teachers in the state and private sectors both in the UK and abroad, and has written contextualised language learning materials and resources for CILT, the National Centre for Languages.

She is currently based at Bell Bedgebury Language Centre, in Kent and during the summer she works at the Bell Homerton Summer Campus in Cambridge. Her interests include CLIL (Content and Language Integrated Learning) and e-learning.

Peter Enright graduated from Hull University in 2004, before moving to Cambridge. With a background in Business and Languages, Peter spent a year during his Bachelor's degree teaching English in the north of France. Since joining the Press in March 2009, Peter has been a key person in the development and promotion of Cambridge's Classware product range. Peter also manages Cambridge's Adult, Business and ESP titles and works closely with the Digital team to ensure the Press' product offerings continue to meet the needs of the evolving marketplace.

The full Cambridge team in Belgium will also be present to give you information and advice about which materials are suitable for your needs: (Watch out for the trendy blue English Grammar In Use t-shirts!)

Sebastian Hockliffe-Manager
Adrian Mc Cormick-Associate Manager
Dorien van der Poll –ELT Advisor
Dominique Turck-Promotions Assistant

The Cambridge Day – Brussels 2008

Our Cambridge Day in 2008 really was a great success and we are keen to do even better in 2010!

Our previous event welcomed **over 150 participants** who travelled from all over Belgium. Capacity is however limited so to avoid disappointment, please **do take advantage** of our speedy online registration to confirm your place this year.

Some feedback comments from teachers that attended our last Cambridge day include:

'Well organised and excellent opportunity for networking'
Ms Baak-Riedel

'Entertaining and informative day! Very well organised'
C Broomans

'Probing, enlightening and interesting day'!
Wimmie van de Weijer

'Very hospitable' – I felt pampered! Extremely well-organised and very friendly staff'
C Wierink-Herbert

Our Cambridge authors and teacher-trainers will offer a variety of workshops for secondary and adult. A delicious lunch will be provided yet again as well as the perfect opportunity for networking. This year, we are proud to welcome important institutions such as the **British Council** and **Animation Langues**.

Silvana Richardson of **BELL (English language and academic courses in the UK)** is our guest 'plenary' speaker and will do a refreshing hands-on workshop on snapshots of contemporary England through the eyes of a mystified anglophile.

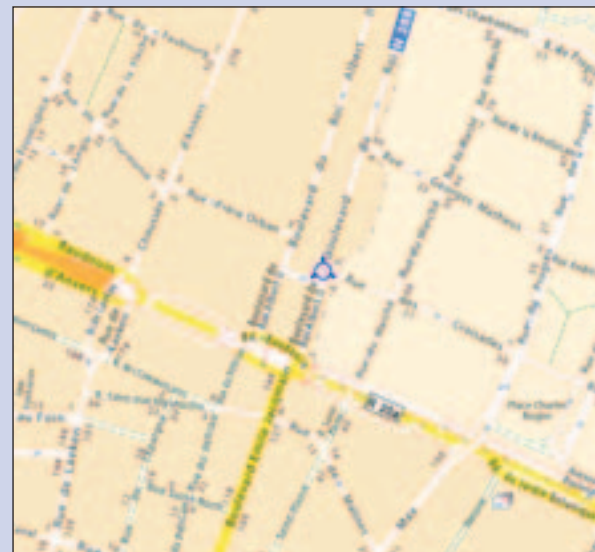
Audivox bookshop will provide a bookstand this year and offer an exceptional **25% special discount** on the day.

Prizes offered will include a silver i-pod touch, a significant contribution towards a teacher development course from BELL, a silver hard-back limited edition of *English Grammar in Use*.



How to get there

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Boulevard du Roi Albert II, No. 5 / 2
B-1210 Brussels
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Fax: +32 (0)2 2240299



E-mail: info@theinternationalauditorium.be

A PDF map can be downloaded at www.theinternationalauditorium.be

☐ Yes, I would like to attend the Cambridge day

NAME: _____

FIRST NAME: _____

HOME ADDRESS: _____

POSTCODE/TOWN: _____

TEL: _____

E-MAIL: _____

SCHOOL NAME: _____

*Please return this form by Wednesday 14 April 2010.
Our tel/ fax number is +32 56 347825

OR register online at www.cambridge.org/elt/be

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