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# ENGLISH UK SOUTH WEST

Annual Conference and AGM

## The Art of Explanation

**SATURDAY 15<sup>TH</sup> NOVEMBER 2025**

DoubleTree by Hilton  
Bristol City Centre  
BS1 6NJ

# The Art of Explanation

For this year's inspiring event we have Joanna Szoke and Stephen Lowy as our plenary speakers.

Joanna is a freelance teacher trainer and content creator based in Hungary. After seeing her inspiring talk at IATEFL earlier this year, we got in touch to ask her to talk at our conference. Her ideas are leading the way for how we leverage AI in EFL teaching, create better learning experiences and improve training and teaching.

Stephen is the Chair of BETA (British Educational Travel Association), sits on the board of the Tourism Alliance and is a Trustee of the Savoy Educational Trust.

His new book *Creating Loyalty in Youth Travel* explores how travel brands and destinations can build meaningful, long-term relationships with young travellers. Whether you are a school owner, teacher, director of studies or part of the sales team, you will want to hear Stephen's inspiring vision for youth travel in the UK.

This year we have moved to the centre of Bristol, just 200m from Bristol Temple Meads train station.

The Double Trees conference centre is a perfect location to welcome all our member schools across the South West, Wales and beyond.

We have a great day planned and it is a wonderful time to bring together all our English language schools from across the region for a day of networking, sharing stories and expertise.

The event will be opened by Mark Henebury from the Department for Business & Trade and Huan Japes, Acting CEO at English UK. They will be sharing important data and insights into the EFL sector.

We look forward to welcoming you to our conference.

Joel Ashton,  
EUKSW Chair.

# Many thanks to our Gold Sponsor

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# Our exhibitors



# SCHEDULE



09:15 - 10:00	Registration, tea and coffee, and visit exhibitor stands			
10:00 - 10:05	Main Room - EUKSW Chair - Joel Ashton - Welcome and Housekeeping			
10:05 - 10:20	Main Room - Welcome from English UK & DBT - Huan Japes & Mark Henebury			
10:20 - 10:30	Main Room - Introductions from our sponsors			
10:30 - 11:30	Main Room - Plenary 1: Joanna Szoke - AI Literacy in the language classroom			
11:30 - 12:00	Morning tea & coffee break and chance to visit exhibitor stands			
12:00 - 12:45	Strand 1 Sales & Marketing  Suman Randhawa More heart, less hustle	Strand 2 Pedagogy  Shaun Wilden Powerplays	Strand 3 Pedagogy  Julie Moore Learner’s dictionaries: still bossing the art of explanation	
12:45 - 13:45	Delicious 2-course lunch & time to chat with exhibitors and colleagues			
13:45 - 14:30	Strand 1 Leadership  Alison Tudor British Council Update	Strand 2 Pedagogy  John Hughes Materials writing	Strand 3 Sales & Marketing Workshop  Suman Randhawa Practical Tips for sales & marketing	
14:35 - 15:20	EUKSW AGM	Strand 1 Pedagogy  David Booth Explaining progress	Strand 2 Leadership  Hannah Youell Rethinking Conflict	Strand 3 Workshop  Joanna Szoke Workshop Using AI in the classroom
15:20 - 15:55	Tea and coffee break, and visit exhibitor stands			
15:55 - 16:15	Exhibitors raffle + handover to new Chair and introducing our final speaker			
16:15 - 17:15	Closing plenary - Stephen Lowy - Creating loyalty in youth travel			



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Please use PUBLIC TRANSPORT where possible. The hotel is a short walk from BRISTOL TEMPLE MEADS and well served by local buses.

- **BY RAIL:** From Bristol Temple Meads, it is approximately a 5 minute walk to the hotel via Redcliffe Way. Taxis are available outside the station.
- **BY BUS:** The nearest stops include REDCLIFFE WAY and TEMPLE MEADS STN; multiple city routes serve these stops.
- **BY CAR / CAR SHARING:** Please CAR SHARE where possible. The hotel offers ON-SITE PARKING (approx. 118 spaces) with self-parking currently listed at £18 per day; EV CHARGING POINTS are available on site. Use the SATNAV POSTCODE BS1 6NJ.



## ABOUT ENGLISH UK SOUTH WEST

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English UK South West, formed in 2009, is a regional association of language centres in the UK. We aim to promote the South West region of the UK as a top language travel destination and an area of educational excellence.

We have over twenty member organisations offering a full range of English language courses from intensive executive training to junior summer camps. All centres are accredited by the British Council and members of English UK. English UK South West members offer high quality English language tuition and have a solid reputation amongst agents worldwide.

Our member schools are located throughout the South West, providing prospective students with a wide variety of options for every preference and interest.

### **Objectives:**

- To raise and enhance the profile of the region to anyone with an interest in the language travel business.
- To organise marketing and sales initiatives to maintain and grow business for its members.
- To encourage the maintenance and development of the highest professional standards in the teaching of English as a foreign language within the region.
- To gain full advantage from our collective membership of English UK.
- To lobby regional and national government and non-government organisations on behalf of the membership.





# ENGLISH UK SOUTH WEST COMMITTEE

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**Joel Ashton**  
Chair



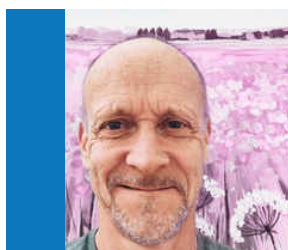
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Deputy Chair



**Caz Potten**  
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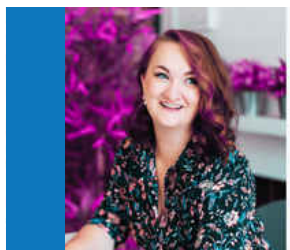
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Committee Member



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Committee Member





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# The Speakers

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# Mark Henebury & Huan Japes

Main Room – Welcome from EUK & DBT – 10:05 – 10:20



## Who are DBT and how can we help?

Mark Henebury joined DBT in September 2018 as the English Language Training Specialist in the DBT Education Sector Team, representing and promoting the UK ELT sector and supporting UK ELT providers of all types to export their expertise around the world.

Since September 2021 he has also taken on representation of the International Teacher Training sector and a cross-governmental role with the Department for Education, raising the profile of these international export sectors across all government departments and supporting the expansion of the iQTS status.

In the role he promotes and celebrates the success of the sector, working closely with organisations of all types to identify challenges and opportunities.

## English UK

As Membership Director & Joint Acting Chief Executive at English UK, Huan brings a frontline perspective on the current realities of the UK's ELT sector. He has been with English UK since 2012, supporting member language centres through policy shifts, accreditation processes, and professional development initiatives. He also brings experience from Trinity College London, EF English First, and classroom teaching in Italy and the UK.

Huan will bring a perspective on the challenges facing ELT in the UK and globally as well as key market and pedagogical trends. He will focus on what English UK is doing to promote the sector internationally and our advocacy work here in the UK to ensure the best possible operating environment for our members.

# Joanna Szoke

Main Room – Plenary 1 – 10:30 – 11:30

Strand 3 – Workshop: Using AI in the classroom – 14:35 – 15:20



Jo has been teaching English for more than 15 years in Hungary, Poland, and in the UK. Having completed all 3 modules of her DELTA, she became actively involved in teacher training.

She is a freelance teacher trainer and educational consultant, a lecturer in ELT methodology at Karoli Gaspar University (Hungary), and language teacher focusing on business and academic English. She also works with a number of international ELT publishers (CUP & Assessment, OUP, Macmillan Education).

Her main interests include artificial intelligence in education, AI literacy, and assessment and feedback. Her co-written book on AI literacy development has just been published by DELTA Publishing. In her free time, Jo loves going downhill and jumping around in foreign forests on her mountain bike.

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"How can there still be talks about AI?" – you might think. And you're kind of right: It seems like ChatGPT and co. have been around for decades, and thousands of workshops have already dealt with its uses in language teaching. But as we're becoming more and more used to using it, we now have time to deal with something that's even more important than how we can generate gap fills and grade student papers with it.

And that is whether we should use it to grade student papers in the first place? Or what to do with students cyberbullying each other with deepfakes or believing information or sources to be true when, in fact, they are AI-generated? Being skilled users of AI actually starts at becoming AI literate, so in this interactive talk, we're going to look at what AI literacy is, why it's important, and what activities we can try to improve our students' and our own AI literacy.



# Steve Lowy

Main Room – Plenary 2 – 16:15 – 17:15



Steve has been connected with hospitality and tourism his whole working career. From managing a restaurant in London in his late teens to studying Hospitality and Tourism at the University of Salford; Steve is very passionate about the sector.

His current focus is as CEO of AES and The Residence Apartments. AES is a full-service education abroad operator offering a suite of academic services alongside over 275 student apartments in Central London. Steve is also Chairman of BETA (British Educational Travel Association), a board member of the Tourism Alliance, Trustee of the Savoy Educational Trust and the former Chairman of ASAP (association of serviced apartment providers).

Steve was asked in the spring of 2024 to author a book by the publishing house Kogan Page. Launched in the summer of 2025, the book is titled *Creating Loyalty in Youth Travel: How Travel Brands and Destinations Can Build Lifelong Relationships*. It is being sold worldwide with the aim of spreading the word about the importance of youth, student, and educational travel.

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In this engaging session, Steve will share key insights from his new book, offering practical takeaways for schools and organisations working in the international youth travel and education sector. Drawing on his experience of running a family-owned business, he will explore how to build long-term trust and loyalty with young travellers and partners alike – and how clear communication plays a vital role in that process.

Steve will also highlight emerging market trends, the power of strategic planning and effective marketing approaches, all grounded in real-life examples. Expect an honest, inspiring and useful session full of ideas you can apply in your own school or organisation.

# Suman Randhawa

**Strand 1 Sales & Marketing – 12:00 – 12:45**

**Strand 3 – Workshop: Practical Tips for sales & marketing – 13:45 – 14:30**



Suman Randhawa is an award-winning sales consultant, key-note speaker, and author, helping online coaches and creatives sell with confidence and without the sleaze. With over three decades in sales, she has led teams at The Mirror, FHM, and Heat magazine and ran the high-performing Private Client Sales at Harrods. Now, she helps impact-driven founders refine their sales approach and messaging so they attract and convert more of the right clients, with more heart and less hustle.

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## **How to Handle Any Objection & Sign More Clients (With More Heart & Less Hustle)**

Objections don't have to be something you fear or fight against. In fact, when handled the right way, they actually help you attract better-fit students and make filling your class quotas feel easier.

In this session, we're not just looking at how to handle objections during conversations –we're looking at what you can do before, during, and after to make objections less of an issue in the first place. From the way you position your offer to how your content on websites, social media and brochures does the heavy lifting for you, you'll walk away with a sales process that works with you, not against you.

The workshop will include 3 practical exercises for you to put into place straight after the workshop.

# Shaun Wilden

Strand 2 Pedagogy – 12:00 – 12:45



Shaun Wilden has over 30 years of experience as a teacher, trainer, and academic leader. He currently serves as the manager of the International House World Organisation of Online Teacher Training Institute (OTTI) and is also their digital innovation advisor.

Apart from that, Shaun works for the University of Oxford's Department for Continuing Education where he runs courses in things such as Digital and AI literacy, gamification, as well as teaching EAP.

In addition to his academic and training work, Shaun is co-host of the popular TEFL Commute podcast. When not doing education stuff you can find Shaun on his allotment or playing boardgames.

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## **Powerplays: Modern boardgame mechanics for ELT materials**

Games have long been part of the ELT classroom, offering fun and learning, as well as being the catalyst for natural communication. However many rely on traditional mechanics like snakes and ladders or Pictionary. Modern board gaming has introduced innovative game mechanics.

During this session we'll consider the place of games throughout ELT history and introduce the concept of game mechanics. This session explores both old and new mechanics showing how changing a small thing in a game can give it a new lease of life. The session aims to encourage you to broaden your own range of games in the classroom, and mixes methodology with practical application. It also assumes you're going to join in with a few games. Note this session is not about gamification.



# Julie Moore

Strand 3 Pedagogy – 12:00 – 12:45



Julie Moore is an ELT freelancer based in Bristol, working on a wide range of ELT materials. As an author, Julie has written and contributed to numerous classroom and self-study resources across adult, upper secondary, and EAP sectors.

Julie is a lexicographer and corpus researcher, with extensive experience working on learner's dictionaries. She's written position papers on learner's dictionaries and the Oxford 3000/5000 wordlists (OUP). She's also Chair of the Expert Panel for the AS Hornby Dictionary Research Awards (ASHDRA), a global initiative supporting dictionary-related research in ELT.

In addition to her writing and research, Julie is a conference speaker and teacher trainer, and can't resist responding to language queries on social media.

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## **Learner's dictionaries: still bossing the art of explanation**

In an era when our learners are as likely to turn to AI or machine translation apps to answer a language query as traditional dictionaries, teaching dictionary skills may seem redundant. This session will explore why such skills are more relevant than ever.

Setting aside issues around the reliability and suitability of online language content for learners, the session focuses on two reasons why dictionary skills are still essential.

Research shows one barrier to learners finding answers to language queries is a lack of language analysis skills. Their search often returns a result that doesn't match the context at hand (grammatically or logically), but they'll perform linguistic gymnastics to make it fit anyway. We'll look at practical ways of developing the skills to analyse words before a search, then see why critically questioning the results is vital whatever the source.

In a climate of instant feedback, a quick answer to a language query in a real-world situation might be useful, but quick fixes don't necessarily help learning. We'll touch on why taking time to analyse a word, deciding what to look up, then processing what they find helps learners build a deeper understanding and retain vocabulary.

# John Hughes

Strand 2 Pedagogy – 13:45 – 14:30



John Hughes is an ELT trainer and author. With over 100 titles, his course book series include Life (National Geographic Learning) and Business Result (Oxford University Press). He has lectured at Oxford University in materials writing and now runs an online course at [www.writingeltmaterials.com](http://www.writingeltmaterials.com).

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## Visual impact in your teaching

The art of explanation needs words but often images are much more effective. In this practical session, we'll explore the impact of images on language learning in terms of their ability to engage, explain, personalise and memorise.

As well as exploiting day-to-day visuals such as photos, icons and graphics, we'll also consider how teachers integrate their own diagrams and drawings into materials and lesson design.

The session will include a mixture of methods and practical activities to use on Monday morning.

# David Booth

Strand 1 Pedagogy – 14:35 – 15:20



David Booth heads up the Test Development team for Pearson English Language Learning. His remit includes the development of test question for a range of English Language tests and qualifications, including the use of AI technology for item writing and scoring.

David is passionate about linking assessment and learning empowering teachers and learners to be more effective in the classroom.

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## **Explaining Progress: How assessment can inform and support learning paths.**

The talk/workshop will look at how assessment can be used in the classroom to help learners. We will discuss current models of language learning and measurement and how they help define learning paths and goal setting and, critically, what is missing.

We will look at how test outcomes impact learners' life choices and their future career and development paths.



# Hannah Jardine Youell

Strand 2 Leadership – 14:35 – 15:20



Hannah is a mental health, wellbeing, and education professional with 10+ years of international experience spanning teaching, student welfare, and organisational development.

She has partnered with leading organisations—including International House World, English UK, Lead 5050, and ICEF—speaking, training, and consulting on leadership, diversity, and inclusive wellbeing strategies.

A TEDx speaker and experienced practice trainer, Hannah is passionate about creating spaces where everyone can connect and learn, bringing a positive, motivating, and compassionate approach to even the most challenging topics.

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## **Needs, Nerves, and Negotiations: Rethinking Conflict and Communication in Our Schools**

Transform conflict into an opportunity for deeper understanding and trust. Conflicts in schools are inevitable — whether between colleagues, with managers, or even with students. But handled well, they can become moments of connection and collaboration. This talk introduces practical tools for effective communication and conflict resolution, tailored to the ELT workplace.

Using simple, evidence-based strategies to understand needs, stay calm under pressure, and communicate with connection, we'll explore how to move beyond blame and defensiveness towards conversations that uncover underlying needs and strengthen relationships. The session will include real-life examples and time for Q&A, leaving participants with a clear framework, renewed confidence in their skills, and strategies to apply in their next difficult conversation.



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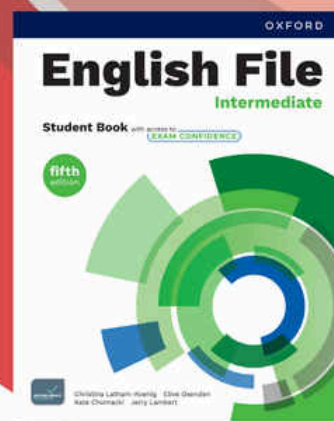
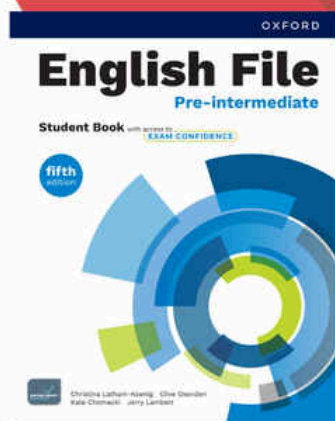
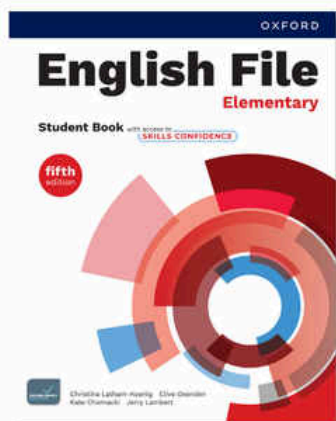
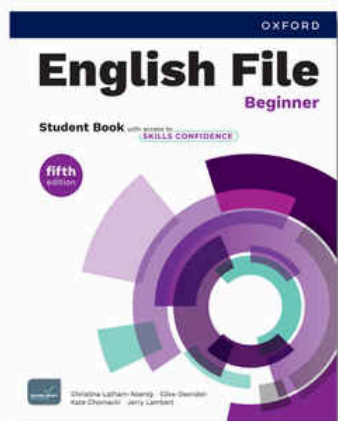
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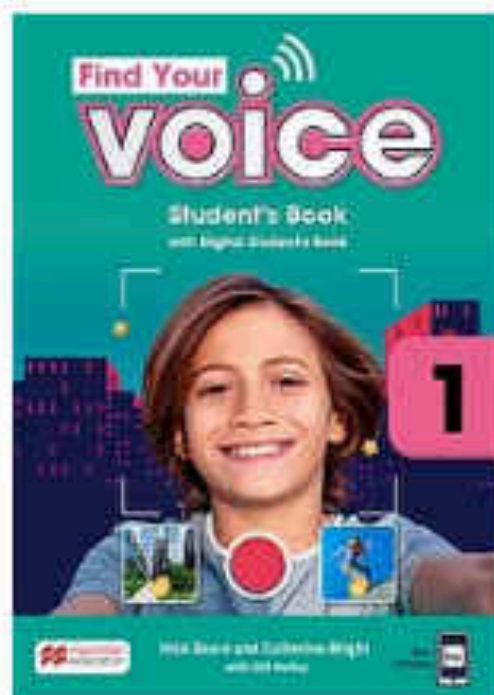
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