



English UK South West

Annual Conference and AGM

How We Tell Our Story

Saturday 16 November 2024
University of the West of England,
Enterprise Park 1,
Bristol. BS34 8QZ

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New for 2024



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Scientific American content powers Skillful Third Edition, providing students with the latest research-based knowledge and an up-to-date source for debates on a range of globally relevant topics.

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For samples and more information,
contact Jo Krouso
jo.krouso@macmillaneducation.com



TYSERS

Our Exhibitors



Express Publishing

Schedule

09:15	Registration, tea and coffee, and visit exhibitor stands			
10:00	Welcome and Housekeeping - Joel Ashton, Chairperson of English UK South West			
10:05 - 10:20	English UK Introduction - Jodie Gray, Chief Executive of English UK			
10:20 - 10:30	Introduction from our Sponsors: Macmillan, Tysers & BEBC / DELTA publishing			
10:30 - 11:30	Plenary 1: Main Hall - Jeremy Harmer - When we sing together			
11:30 - 12:00	Refreshments & visit the exhibition area Morning refreshments sponsored by BEBC			
12:00 - 12:45	Main Hall Pedagogy BBC Learning English Beth Stacey & Neil Edgeller	Room 2 Sales & Marketing IH Manchester Pete Hayes	Room 3 Pedagogy Mental Health for Language Learners Hannah Youell	Room 4 Pedagogy Macmillan Jo Krousso
12:45 - 13:45	Lunch and visit the exhibition stands Lunch sponsored by Macmillan			
13:45 - 14:45	Plenary 2: Main Hall - Jamie Keddie - Using story to curiosify your students			
14:50 - 15:35	Main Hall Pedagogy Aardman Workshop Group 1 Aardman	Room 2 Management British Council Liz McLaren	Room 3 Pedagogy BBC Learning English Beth Stacey & Neil Edgeller	Room 4 Pedagogy Macmillan Jo Krousso
15:35 - 16:00	Refreshments & visit the exhibition area Afternoon refreshments sponsored by Tysers			
16:00 - 16:45	Main Hall Pedagogy Aardman Workshop Group 2 Aardman	Room 2 Management English UK South West AGM	Room 3 Pedagogy Jamie Keddie workshop Jamie Keddie	Room 4 Pedagogy Medical English Bethan Edwards
16:45 - 17:30	Close of conference with live EFL Christmas band, food & drink + raffle			



Stories that inspire

Dive into how we tell our story

Following the success of our 2023 conference, we are delighted to announce we will be holding this year's English UK South West Annual Conference on Saturday 16th November 2024 at the University of West of England in Bristol.

We are also pleased to extend a warm welcome to our ELT friends in Wales who have helped to organise our conference and to Macmillan Education as our academic sponsor.

We hope you would like to join us for this inspiring event with our wonderful plenary speakers Jamie Keddie and Jeremy Harmer, both renowned for their impactful contributions to ELT.

Linking closely to our storytelling theme, we are also very excited to welcome multi-award-winning Bristol-based animation studio, Aardman - creators of Wallace & Gromit and Shaun the Sheep – to present their Animate! edutainment programme which teaches the fundamentals of stop motion film making in a fun and engaging way.

Delegates will have the opportunity to take part in an Aardman animation workshop taster session at the conference and find out more about bringing Animate! with Aardman to your school as part of developing English language learning skills. Animate! with Aardman is currently part of the British Council learning curriculum internationally, with the aim to make stop motion animation as accessible and engaging as possible.

Opening the conference will be Jodie Gray, Chief Executive of English UK.

This is going to be a fantastic day with talks & workshops aimed at all teams of staff in English language providers from teachers, to managers and administrators. Don't miss this wonderful opportunity to connect with colleagues, learn and share your story.



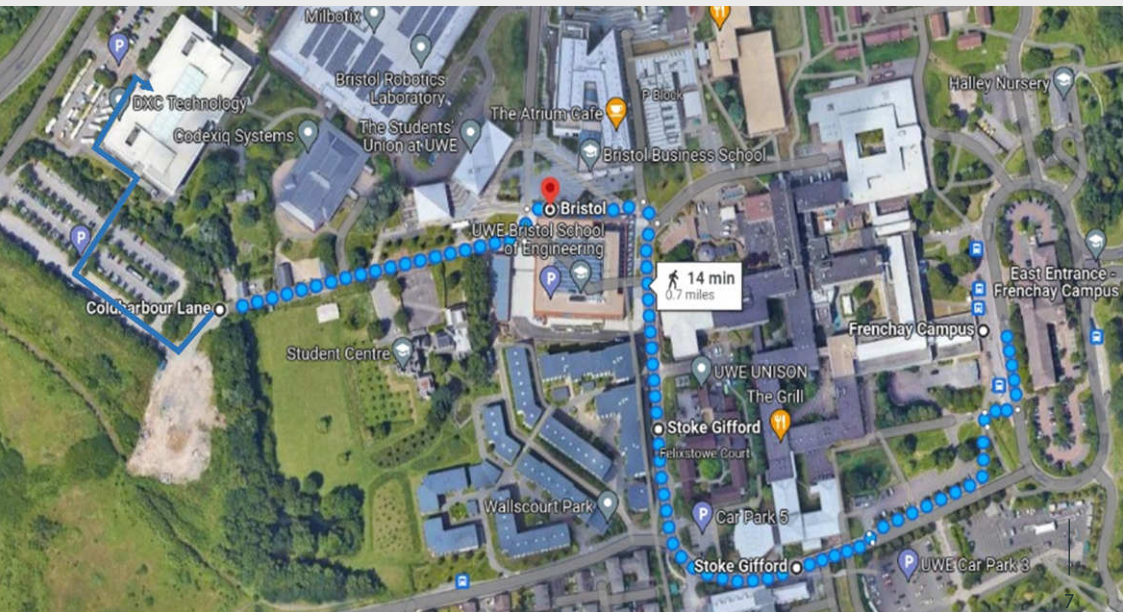
University of West of England

ADDRESS: Enterprise Park 1, Longdown Avenue
Stoke Gifford, Bristol. BS34 8QZ

- If possible, we hope you will take the opportunity to use public transport to attend our conference.
- The conference centre is a 5 min / £5 taxi ride from Bristol Parkway station.
- If you are coming by car, please try to car share where possible.
- The conference centre has ample parking directly in front of the conference centre.
- More detailed driving instructions available on our English UK South West website.



Walking route for those arriving by bus at the Frenchay campus



ABOUT English UK South West

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 14 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 some of the highest 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 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

Joel Ashton
Chair



Slavenka Vukovic-Bryan
Deputy Chair

Caz Potten
Treasurer



Simon Larkin
Secretary

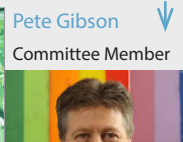
Dan Bryan
Committee Member



Jodie Fear
Committee Member



Mark Appleton
Committee Member



Pete Gibson
Committee Member

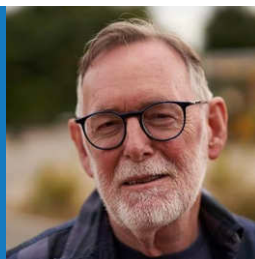


Georgian Marin
Committee Member



The Speakers

Jeremy Harmer



Bio



Jeremy Harmer has an MA in Applied Linguistics from the University of Reading and has been teaching, training and writing in the field of ELT for many years, including 13 years teaching on the MATEESOL at the New School New York.

He is a visiting lecturer at the Norwich Institute of Language Education. Among his books are *The Practice of English language Teaching & How to Teach English* (Pearson), *Story Based Language Teaching with Herbert Puchta & Jetstream* (a 6-level adult course) for Helbling, *50 Communicative Activities* (Cambridge) and 3 readers, including *Solo Saxophone* (level 6) (also Cambridge).

He is a frequent speaker at conferences around the world. He is also a performing musician, singer-songwriter and spoken word performer (poetry, narration).

When we sing together

Children, we are told used to play outside and together. Now, the gloom merchants say they play by themselves and alone. Lockdown provoked an increase in mental conditions and loneliness is a killer for older people.

Yes technology offers us the chance to succeed individually and do everything even from a small handset, but the song says "When we sing together we will never be alone."

So how does that work in the world of ELT?!



Jamie Keddie



Bio

Jamie Keddie is a renowned teacher and storyteller who has inspired educators across more than 40 countries.

He is well-known for his innovative story-based lesson plans, which are featured on his platform LessonStream. Jamie is the author of 'Images' and 'Bringing Online Video into the Classroom' (both with Oxford University Press), as well as 'Videotelling: YouTube Stories for the Classroom' (LessonStream Books).

He is also an affiliate trainer at Norwich Institute for Language Education (NILE) in the UK.



Plenary: Using story to curiosify your students

Human beings are insatiably inquisitive creatures. And if we want to engage our students, we first have to arouse their curiosity.

In this practical talk, we will explore some simple techniques that storytellers use to grab the attention of the listener, reader or viewer. We will consider how these can be applied in the classroom.



Workshop: Engaging students with stories about art

In my mind, some of the best stories for the classroom come from the world of art.

In this practical workshop, I'll show you how to engage students in an incredible narrative with a Bristol connection.

Liz McLaren



Bio



After an unpromising start as an unqualified, very much 'dropped in it' teacher of English in a Spanish summer school, Liz has spent over 30 years working with ELT professionals on the administration and development of the accreditation scheme.

She has had the privilege of seeing 'The Scheme' evolve and adapt to face each new challenge and, as Manager Accreditation UK, is currently reflecting on the impact of recent developments.



Once upon a time... bears, pigs and goats

This session will provide an overview of inspection results so far this year and reflect on the impact of changes to the inspection criteria introduced for 2024.

Looking at the Teaching and learning section in particular, we can consider the range of contexts behind these results and suggested approaches for future development.



Aardman Workshop



Bio

Jim Parkyn has worked with Aardman since 2000, starting on Chicken Run, and has played a part in most productions since then. Jim is a Senior Model Maker as well as an ambassador for Aardman's workshops programme.

He is involved with outreach work and runs model making and animation workshops across the UK for Aardman at various events, festivals, schools and cultural organisations, offering a window into the craft behind the Aardman studio and allowing fans and audiences to get hands on with Aardman's classic characters such as Gromit and Shaun the Sheep. Aardman also run an in house Academy which offers various animation courses, building the next generation animation community!



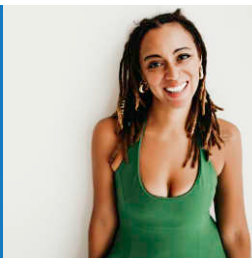
Animate! with Aardman taster workshop

Join one of Jim's workshop sessions at the conference to get a taster of an animation workshop, learning to make your own clay model and creating a simple animation using the Aardman Animator app (available to download ahead of the session from Google Play or the Appstore).

Aardman have created a digital edutainment experience called Animate! which teaches the fundamentals of stop motion animation and encourages English language learning in a fun and engaging way, piloted globally at 10 British Council learning centres this year.

The 6 lessons are available in a fully digital format including teacher and student resource packs to support their learning and Aardman will provide an onboarding webinar for all schools which sign up to licence the programme to their curriculum. To find out more about bringing Animate! and Aardman to your EUK school please contact liveexperiences@aardman.com

Hannah Jardine Youell



Bio



Hannah is the Diversity and Inclusion Co-ordinator at International House World Organisation with over 10 years' experience in the international education industry, including teaching, sales & marketing and student welfare management, and firsthand experience as an international student. She knows the student journey from start to finish and from multiple perspectives, and uses this insight to inform her work.

Outside of international education, Hannah has worked in digital and educational mental health provision across the UK. Projects include: cross organisational diversity initiatives; improving equity of access to health and social care for underrepresented groups; working with boards to implement inclusive approaches.

Passionate about creating spaces where everyone can belong, Hannah brings a positive, motivating and compassionate lens to topics that can sometimes be uncomfortable to address.



Mental Health for Language Learners

Creating classrooms where all students can learn, thrive and succeed

Now more than ever we are aware of the fundamental role mental health plays in both our wellbeing and our ability to learn.

In our busy working lives, how do we find the time to upskill our teams to meet the growing and varied needs of today's language students? How can things like neurodiversity and gender identity affect learner's mental health, and how do we ensure everyone is included in our efforts to support wellbeing?

Here's the thing - you don't need to be a mental health expert to create an environment that supports students' wellbeing.

Walk away from this interactive session with:

Clarity - understanding of the most prevalent risks to your learners' mental health

Confidence - actionable steps that you can take to create a classroom environment that promotes wellbeing

Motivation - in knowing that you have the power and the responsibility to support mental health for your learners throughout their English language journey and into the future.



Jo Krousso



Bio

Jo Krousso has worked at the chalkface of ELT for over 20 years, as a teacher, trainer, examiner and manager, most recently at Wimbledon School of English.

She has a particular interest in global issues in ELT and new directions in the industry, and is now the Macmillan Education representative for the UK and Ireland.

She lives in Wimbledon with her partner and pup.



Exporting Tolerance and Promoting Inclusivity

Students come to the UK for a full cultural experience.

Why are we denying it to them?

Diversity is an important part of the English-speaking world – we need to embrace this in our teaching, not shy away from it, or we risk doing harm to both our students and ourselves.

Pete Hayes



Bio



Pete came to ELT teaching by chance. After graduating from uni he took a summer job in a travel agency on Lake Garda, in the north of Italy. At the end of the season, he found the prospect of returning to the UK unbearable, so found work as an English teacher in Verona.

Post DELTA, Pete taught at the Bell School, Prague, got married there, then got his first DoS role at Stafford House in Canterbury. He then became Academic Manager at Anglo World (now Kaplan) in Oxford.

After a spell managing inlingua Cheltenham's Business Centre, Pete set up his own school, which eventually became IH Manchester, where he is now Director of Marketing. The fear of failure drove Pete's quest to learn how to market his school and sell.

Our Story & How We Tell It

Typical of our industry, the story of our school doesn't represent a "text book" business model. But again, like many others, we have managed to remain agile enough to meet the various challenges thrown at us over the years.

However, it is only during the last 4 years that we have found the biggest commercial success. Our student weeks so far this year, compared to a pre-Covid 2019, are up by 83%. This represents a growth from 50 students per week in school then, to 120 or more now.

The aim of my session is to share why I feel this has happened; in the hope that it may be of help to others who are tasked with sales and marketing in an ELT school these days.

I will suggest that the "humanisation" of our company, and the way that we have told "our story", via social and other media, as well as a systematic dedication to selling, have all helped drive our growth.



Bethan Edwards



Bio

Bethan is an experienced ELT professional, she enjoys the breadth and diversity of opportunities that the ELT industry has to offer. She has worked as a teacher, teacher trainer, course developer, academic director and examiner. Since 2016, she has specialised in English for Healthcare Professionals, predominantly in an online environment.

Her involvement in teaching Medical English has focused around helping healthcare practitioners enhance their language skills for professional settings, alongside exam preparation for OET (Occupational English Test). She has led workshops and webinars on integrating Medical English into language teaching at national level and has presented at international Medical English Conferences.

In addition to her expertise in course design and teaching, Bethan has been actively involved in professional development for language teachers, guiding and shaping an internal training programme for teachers transitioning from teaching General or Exam English towards teaching Medical English.



Medical English and me...my journey so far.

In this session, Bethan will

- share her story of teaching English to Healthcare Professionals
- share insights into the challenges and rewards of teaching Medical English and OET
- share practical tips on how to expand your skills as a teacher transitioning into medical English



Beth Stacey & Neil Edgeller



Bio

Neil and Beth regularly produce and present BBC Learning English series including 6 Minute English, Learning English from the News and Real Easy English.

Neil has worked at BBC Learning English since 2006 where he has produced many series including the award-winning Tim's Pronunciation Workshop, Rinku's World and The Teacher. Neil has an MA in Applied Linguistics and, prior to working at the BBC, taught English in countries including Poland, Spain and Japan.

Beth is Delta-qualified and worked as a teacher and ADOS in the UK for 10 years before moving to the BBC. She is the creator, writer and co-producer behind BBC Learning English series, The London to Edinburgh Challenge.



The BBC is renowned for its drama and news; at BBC Learning English, storytelling is also at the heart of everything we do. In our podcasts and our video series, narrative is key to the learner experience. In this talk we'll discuss how we use stories to teach.

The London to Edinburgh Challenge is a 10-part video series for elementary learners in which drama is the main vehicle for teaching. It follows the fortunes of three people who have just five days and £100 each to race from London to Edinburgh. We discuss how storytelling techniques in this series entertain and keep learners hooked – all while learning through passive exposure to graded target language.

We'll also discuss how we use non-fictional narratives to teach learners. In our weekly podcast, Learning English from the News, we focus on one big news story from that week. The programme is structured so that the story is presented in digestible chunks, building and pushing the narrative forward at each stage, providing scaffolding for learners. Alongside this, we explore the vocabulary being used in the media to discuss the story, making global news more accessible to learners.

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FORMAT

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EXTRAS

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Why Choose Tysers?

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If our offering is something that is of interest and you would like more information, please contact one of our specialists.

Key Contacts:

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OR
Chris Clarke
Christopher.Clark@tysers.com



English UK South West Annual Conference and AGM

With thanks to the delegates for
their participation

With thanks for their contributions to the conference

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