



## Cambridge English



CAMBRIDGE  
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UNIVERSITY of CAMBRIDGE  
ESOL Examinations



Dear English Teachers ,

Allecto Ltd & our partners Cambridge University Press ,Express Publishing & North Star cordially invite you to attend

## New Academic Year 2012/2013 Opening Festivals

( NB ! 10 great books in each town to be drawn among teachers registering until June 20<sup>th</sup>, 2012 )

### WHERE?

- \* Tuesday August 21st              in Pärnu  
Tartu Ülikooli Pärnu Kolledž      Ringi 35
- \* Friday August 24<sup>th</sup>              in Tartu  
Miina Härma Gümnaasium      Tõnissoni 3
- \* Saturday August 25<sup>th</sup>              in Narva  
Narva Kutseõppokeskus      Kreenholmi 45
- \* Monday August 27st              in Tallinn  
Tallinna Reaalkool      Estonia pst 6

**A superb present and certificate to every participant!**

## **FESTIVALS' PROGRAMME**

<b>TIME</b>	<b>PRIMARY &amp; LOWER SECONDARY TEACHERS</b>	<b>SECONDARY TEACHERS</b>
<b>11.30-12.00</b>	Registration	Registration
<b>12.00-12.10</b>	Opening of the Festival	Opening of the Festival
<b>12.10-13.00</b>	Making the Right Noise. (Steve Lever ,Express Publishing)	Unlimited Innovations in Teaching and Learning (Jim Kalathas ,Cambridge UP )
<b>13.20-14.10</b>	Motivational strategies, whilst bearing teenagers in mind (Jim Kalathas ,Cambridge UP )	How to Use Intensive Reading. (Steve Lever ,Express Publishing)
<b>14.10-14.40 14.10-14.50 Tallinn only</b>	Coffee Break	Coffee Break
<b>14.40-15.30</b>	Affective Routes to Effective Learning (Jim Kalathas ,Cambridge UP )	Training Students to Listen More Effectively to Authentic Spoken English (Andy Cowle ,North Star ELT)
<b>15.50-16.40</b>	See,Play ;Learn ! ( Andy Cowle ,North Star ELT)	What's New ? (Steve Lever ,Express Publishing)
<b>16.40-17.10</b>	Distribution of Gifts	Distribution of Gifts

### **WHAT SHOULD I DO IF I WOULD LIKE TO PARTICIPATE?**

**Please register by Wednesday August 15th ,2011**

- in person Allecto Ltd. Bookshop at Juhkentali 8,Tallinn  
June 1<sup>st</sup>- June 30th & July 16<sup>th</sup> – August 15<sup>th</sup>  
by tel.62 77 234 or mail [myyk@allecto.ee](mailto:myyk@allecto.ee) Contact :Kristi Martin
- July 1<sup>st</sup> –July 15<sup>th</sup>  
by tel. 62 77 231 or [kliendiabi@allecto.ee](mailto:kliendiabi@allecto.ee) Contact : Solveig Puulinn or Lilian Kotter

NB ! Please advise us **WHETHER YOU ARE A PRIMARY (LOWER SECONDARY ) OR SECONDARY SCHOOL TEACHER WHEN REGISTERING.** Your free gift will be allocated in accordance with the age of your students

More information about Cambridge UP, Express Publishing & North Star can be found at: <http://www.cup.cam.ac.uk/gb/elt>  
<http://www.expresspublishing.co.uk>  
<http://www.northstarelt.co.uk/>

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## SPEAKERS & PRESENTATIONS



**Jim Kalathas, Cambridge University Press**

**Jim Kalathas** lives, works, and travels out of his home base in the lovely town of Thessaloniki, in Northern Greece. He has been involved with ELT and Educational Publishing for almost 25 years, and before this taught in a number of different education institutions, in a number of different countries around the globe. He currently advises and trains, state and private educational sectors on the selection and use of appropriate materials. At the moment he represents Cambridge University Press, as a Product Champion for many of their courses, and supplementary materials.

### **Presentations :**

#### **1. Affective Routes to Effective Learning**

In this talk teachers will consider different teaching practices when teaching children. And which affective principles, as exemplified through the use of appropriate materials, will aid, stimulate and promote a positive learning environment. (**Kid's Box**)

#### **2. Motivational strategies, whilst bearing teenagers in mind**

Do you and your students feel motivated through the materials you are using? Strategies and techniques to assist with student motivation and 'mixed-level' classes will be unveiled, and supported through examples from **English in Mind Second edition**.

#### **3. Unlimited innovations in teaching and learning**

Modern technology offers a huge range of opportunities for both teachers and students; learning is becoming increasingly varied and exciting! We will look at-and try out-examples from the digital components for both classroom use and autonomous learning accompanying **English Unlimited**, the new course for adults from Cambridge ELT, which includes electronic components for the learner, as well as Classware digital presentation software for the teacher.



**Steve Lever ,Express Publishing**

<http://www.expresspublishing.co.uk/>

**Presentations :**

**1. Making the Right Noise**

In this session we will be looking at what may lead our primary learners to misbehave and some suggestions as to how we might improve the situation. Examples will be taken from Express Publishing's primary series, **Starkids**.'

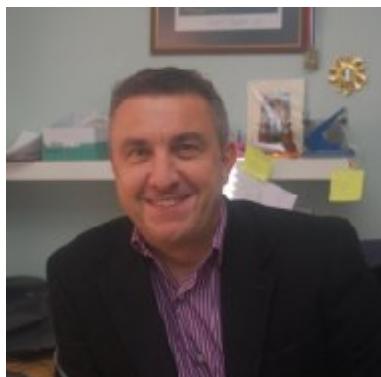
**2. How to Use Intensive Reading**

Course books contain intensive reading passages. In this seminar we will be looking at how to get the best out of them. In order to do that we must, first and foremost, establish why they are there. We will demonstrate that reading comprehension is only part of the story. Each intensive reading passage is an opportunity to develop reading skills, lexis, and an awareness of how grammar helps us construct meaning. All of this, while learning interesting information at the same time! As you can see, intensive reading offers more than meets the eye.

Examples will be taken from Express Publishing's brand new course '**Prime Time**'.

**3.What's new?**

Express Publishing is proud to announce the release of two new series: **Career Paths**, a series of books for English for Occupational Purposes, and **Grammar Targets**, a new grammar series. In this session we will look at who they were produced for and how they work.



**Andy Cowle , Manager of North Star ELT**

Based in Glasgow, Scotland, North Star is run by Andy Cowle, a former English teacher with over 25 years' experience in ELT. He has worked in publishing, teaching and materials development alongside some of the best ELT professionals in the world. Andy's

hands-on, practical approach and endless enthusiasm for language teaching, materials development and presenting, is reflected in this growing catalogue and a genuine connection with teachers and students globally.

<http://www.northstarelt.co.uk/>

**Presentations :**

### **TRAINING STUDENTS TO LISTEN MORE EFFECTIVELY TO AUTHENTIC SPOKEN ENGLISH**

In everyday, spoken English, students struggle to identify even familiar language. What they need, therefore, is regular exposure to authentic listening, *and* the right exercises to train them to listen effectively. For too long, classroom listening texts have been artificial and graded, and then used only to teach and test grammar and vocabulary. In this presentation, Andy argues that this traditional listening comprehension fails to prepare students for the authentic spoken English, creating a gap between language learning in the class and the real world. Using a variety of off-air recordings from a unique collection, he will look at those aspects of spoken English which students find so challenging (assimilation, elision, linking, etc). There will then be a demonstration of a number of 'pure listening training exercises' which train students to listen more effectively to authentic spoken English, based on the work and methodology of ELT listening specialist Sheila Thorn.

### **SEE, PLAY, LEARN!**

Traditionally, language teaching in schools has emphasised aural or text-based learning, but these are not necessarily the best or only ways for all students to learn. Awareness of multiple intelligences and the value of other ways of learning is leading teachers to attempt to broaden their approach, to cater for a wider range of learning needs and styles. This lively, interactive presentation looks at the importance of visual, tactile, game-based materials such as 'mini flashcards', for teaching grammar, vocabulary, functional language and skills practice at any age and at any level.