



**IATEFL BESIG Online Symposium:
Creating Customised Content
with the Help of AI Tools**

AI



EVENT PROGRAMME

September 28th, 2024

iateflbesig.org

Welcome!

We are thrilled to announce the return of the BESIG Online Symposium. In today's rapidly evolving landscape, artificial intelligence, particularly generative AI, is gaining significant traction. While many Business English teachers are excited about the opportunities this technology offers, others are concerned about its potential impact on their roles. This symposium aims to address these concerns and showcase the transformative potential of generative AI in creating customised learning materials.

The symposium will feature practical demonstrations of AI tools that you can implement in your classrooms immediately. Our dynamic talks and hands-on workshops will extend beyond material creation, offering insights into:

- Integrating generative AI tools effectively in the classroom
- Understanding the game-changing benefits and potential challenges
- Leveraging AI to maximise learning outcomes
- Teaching essential knowledge about generative AI to our learners

We warmly invite you to join us for a day packed with engaging talks, interactive workshops, networking opportunities, and an enlightening panel discussion.

We extend our heartfelt thanks to our expert speakers, whose experience and expertise make this event possible, and to our dedicated volunteers for their invaluable support in organising and moderating the sessions.

We hope you will enjoy this day of innovation, inspiration, and connection.

Best wishes,



Silke Riegler
Online Events Coordinator



Kirsten Waechter
Head of BESIG Online Team

09:00 Opening

09.15-09.45 Alex Asher – How 24 Language Training Companies Predict AI Will Transform the Classroom (Opening Talk)

09.50-10.35 Joe Dale – Harnessing AI for Business English: From Creation to Evaluation (Workshop)

09.50-10.35 Parisa Mehran – GenAI and Business English: Lessons Learned and Best Practices (Workshop)

Small Break

10.50-11.20 Russell Stannard – Key AI technologies that are impacting on teaching and learning (Talk)

11.25-11.55 Phoebe Tsai – Innovating Business English Curriculum Design for the AI Era (Talk)

12.00-12.30 Melanie Hussell – How to use Yoodli to help clients present persuasively (Talk)

12:30 Lunch Break

13.00-13.30 Pete Sharma – Creating language courses with AI (Talk)

13.35-14.20 Kirsten Holt – Enhancing teaching and learning through AI-learned wisdom recipes (Workshop)

13.35-14.20 Nik Peachey – AI Prompting for Business English (Workshop)

14.25-14.55 Jo Szoke – Learner autonomy with AI – How to exploit the tools our students already use? (Talk)

Small Break

15.10-15.40 Rob Szabó – The (still) irreplaceable human (Talk)

15.45-16.45 Panel discussion with Nik Peachey, Rob Szabó, Kirsten Holt, Phoebe Tsai, and Jo Szoke, led by Birte Horn

17.00 End

How 24 Language Training Companies Predict AI Will Transform the Classroom

9.15 -9.45 Opening Talk

Imagine a future where every student in the classroom has their own AI...AI is advancing rapidly, showing increasing promise in personalisation and tutoring, but widespread adoption may hinge on more than just technology. Early this year, Alex conducted dozens of interviews with language leaders from many of the most iconic B2B language companies about their actions and perceptions of AI. His findings might surprise you and will certainly help you navigate this exciting future.

In this session, he shares key insights from his latest research and practical frameworks for navigating the AI era. Don't miss this chance to get ahead of the AI wave and find your path to success.



Alex Asher is a leading voice in AI and language education. As CEO of LearnCube, he oversees virtual classroom software used by hundreds of language businesses. Co-author of "LangTech," Alex has conducted extensive interviews with industry leaders, uncovering critical insights and trends in language and AI.

Harnessing AI for Business English: From Creation to Evaluation

9.50-10.35 Workshop

This session equips educators with a suite of AI tools to deliver an enriched, interactive, and impactful Business English curriculum. By incorporating these technologies, educators can ensure learners are more engaged and thoroughly prepared for the business world. Discover how these tools can revolutionise your teaching strategies, enhancing your students' learning experiences in Business English. I will explore tools such as Mizou (interactive scenarios), Brisk Chrome (Google quizzes), Questionwell (assessments), AudioPen (summaries) and Qizzz A (engaging learning).



Joe Dale is an independent languages consultant who works with a range of organisations such as The Association for Language Learning and The British Council. He was host of the TES MFL forum, former SSAT Languages Lead Practitioner, a regular conference speaker and recognised expert on technology and language learning.

GenAI and Business English: Lessons Learned and Best Practices

9.50-10.35 Workshop

As an active member of the Ed-Tech Team at the International School of Business, HAN University of Applied Sciences in the Netherlands, Parisa has been striving to embrace the critical, responsible, and ethical use of GenAI in university education. Her goal has been to explore the risks and rewards of GenAI in transforming day-to-day teaching, learning, and assessment. Over the course of this journey, she has explored over 100 GenAI tools and AI-designed various modules on business communication. In this session, she will share the lessons learned, the best tools tested and implemented, and the practical insights gained to effectively integrate AI into Business English education.



Parisa Mehran is a futurist dedicated to exploring and designing technologies that can better shape the future of education. She holds a PhD in Computer Assisted Language Learning and is a lecturer in Business Communication. She serves as an AI advisor on the Ed-Tech Team at HAN International School of Business.

Key AI technologies that are impacting on teaching and learning

10.50 - 11.20 Talk

Based on over 80,000 subscribers to his YouTube channel and the surveys he runs on his website, Russell's presentation will highlight some of the key AI technologies that are impacting language teaching. The focus is on time-saving tools and tools that can extend students' learning outside the classroom. This is a talk packed with ideas based around a few key technologies that offer a free option and can be immediately implemented into your teaching and learning.



Russell Stannard is a multi award-winning Educational Technologist and founder of teachertrainingvideos.com. He received awards from the British Council ELTONS, the Times Higher and the University of Westminster for his work in the use of ICT in education. He trains language educators in the use of technology to enhance teaching and learning. His focus is on the use of technology outside of the classroom to extend learning options for students but he has also worked on the development of blended learning delivery and more recently AI. He has presented in more than 50 countries.

Innovating Business English Curriculum Design for the AI Era

11.25-11.55 Workshop

The educational setting is rapidly developing with the rise of Artificial Intelligence (AI), enabling educators to create personalised and diverse learning tasks that enhance course design and student engagement. This presentation explores the use of the Understanding by Design (UbD) framework in Business English courses, focusing on its core principles and the "backward design" concept.

In this talk, Phoebe will provide a detailed example of a BE class designed using the UbD framework, demonstrating its practical application. Additionally, she will illustrate how AI tools can be integrated into BE course design, maximising the effectiveness and engagement of BE courses in the AI era.



Phoebe Hui-Ju Tsai is an Assistant Professor in the Language Center at National Taipei University, Taiwan. She received her Doctorate in Education from the University of Durham in the UK. Her research interests include AI writing tools, language learning motivation, ESP curriculum design & assessment, and EMI instruction.

How to use Yoodli to help clients Present Persuasively

12.00 - 12.30 Talk

In her talk, Melanie will share how she uses Yoodli, an AI speech coaching application, as her trusted coaching assistant. She will demonstrate this innovative tool live and presents features such as how to record and how to assess the quantitative and qualitative analytics of the AI tool. She will also discuss which features she and her clients like best.



Melanie Hussell, with 16 years' European corporate experience, works globally as a Business Communication Coach based in Brussels. She helps her clients present with impact (native & non-native speakers) through 4 powerful communication pillars: Presentation skills, Language, Voice & Body and Pronunciation, using Yoodli, an AI app, & online courses.

Creating language courses with AI

13.00-13.30 Talk

The advent of ChatGPT and other AI tools led Pete to writing materials in a different way, and he noticed two major things: On the one hand, his 'co-writer' is fast, an indispensable research tool which helps in brainstorming content. On the other, it is biased, understands only numbers, hallucinates, is prone to error, steals unashamedly and needs enough energy to power a small country. This essentially practical talk critically analyses his first steps in content creation in these early days of the AI era. It includes 'tips and tricks', caveats and reflections on his own experience so far. It will be of interest to language teachers who also create content, and who (like Pete) are keen on leveraging the benefits of AI yet are somewhat conflicted about the ethical issues involved.



Pete Sharma curates a blog which critically explores AI. He teaches online and writes content for language courses. Pete is a regular conference presenter and the co-author of several books on educational technology and business English. He has a Masters in Educational Technology and language teaching.

Visit: www.petesharmaai.org

Enhancing teaching and learning through AI-learned wisdom recipes

13.35-14.20 Workshop

In this interactive workshop, we will discuss our initial thoughts, reactions and experiences with AI to lay the foundations for a nuanced exploration of the AI-learned wisdom concept. Using a variety of practical examples, Kirsten will then reveal the potential of merging learned wisdom with AI tools whilst offering tangible insights into the process. This will demonstrate the value you can add to your lessons to slow down, or avoid, the move to AI apps or chatbots for learning. Simultaneously, you will discover how AI tools and content can enhance your teaching and professional development, along with your students' learning. Afterwards, you will be able to reflect on key takeaways and application in your own teaching contexts.



Kirsten Holt is based in Brighton, UK, where she runs Creativity Sown, a company providing editorial, writing, training and education consultancy services. This encapsulates her 30 years' experience in education, first in teaching, teacher training and school management, then in publishing. She's also an international speaker and a BC ELTons judge.

AI Prompting for Business English

13.35-14.20 Workshop

This session will look at some of the potential uses of AI for business English and particularly how we can develop our understanding of prompting to both develop useful and engaging business English materials and as a way of helping our students develop their business and English skills and knowledge.



Nik Peachey is Director of Pedagogy at PeacheyPublications, an independent digital publishing company that specialises in the design of digital learning materials for the English language classroom.

He has been involved in Education since 1990 as a teacher, trainer, educational consultant and project manager. He has more than 25 years experience of working specifically with online, remote and blended learning environments.

He has worked all over the world teaching, training teachers and developing innovative and creative products. He is a two-time British Council Innovations award winner and has been shortlisted six times.

Learner autonomy with AI – How to exploit the tools our students already use?

14.25 - 14.55 Talk

This talk addresses the topic of learner autonomy and how it can be helped with various AI tools. The point here is that most of the tools our students use on a daily basis (such as grammar and spellcheckers, translators, chatbots, dictation apps) already have one or more AI features but they might not be aware of it. By showing them some tips and tricks on how they can exploit these applications even more, they will be able to take charge of their learning and maximise their learning time.



Jo Szoke a freelance teacher trainer, AI specialist, and learning designer. She teaches English as a foreign language to adults, trains pre-service teachers and university staff at a Hungarian university, and is a regular presenter at TEFL conferences. In her free time, Jo loves going downhill and jumping around in foreign forests on her mountain bike.

The (still) irreplaceable human

15.10-15.40 Talk

Despite enormous technological advances, the human teacher remains as valuable as ever. In this talk, Rob will address some of the core failings of AI in language education, while highlighting the impressive capabilities of the human mind.



Robert Szabó, M.Ed (Applied Linguistics), is Learnship's Product Manager for Digital Studies. Based in Cologne, Germany, Rob was a member of the Reimagine Education Judging Panel in 2022 and 2023, the Editorial Advisory Committee for the GiLE Journal and The Technology and Innovation Network at the ICDE.

PANEL DISCUSSION

15.45 - 16.45

The panel discussion with Nik Peachey, Rob Szabó, Kirsten Holt, Phoebe Tsai, and Jo Szoke, led by Birte Horn will ask each speaker to sum up their main point and to join the discussion of the questions and ideas presented by the host and by the audience.



Birte Horn has been a lecturer of English as a Foreign Language for over two decades. She has primarily worked at universities, teaching Business English, English for Specific and Academic Purposes, Intercultural Communication, and Academic Writing. She also works as a freelance copy editor specialising in academic texts.