

# **Eaquals Training for Excellence**

**23-24 November 2018**

**Edinburgh**

***Royal Society of Edinburgh*** ( 22-26 George St, Edinburgh EH2 2PQ)

***& British Study Centres*** (62-66 George St, Edinburgh EH2 2LR)



Dear Equals member,

I am delighted to welcome you to our second ***Equals Training for Excellence*** event which is taking place in Edinburgh this year. As before, we are continuing to focus on specific training needs, working to offer you the opportunity to receive specialised input from sector experts.

*Equals Training for Excellence 2018* focuses on four main strands relevant for both business/marketing and also academic issues. The business and marketing strands deals with ***transformational leadership*** and with ***marketing*** - areas of specific interest and relevance to language institution owners, directors and managers. The academic strands focus on ***course design*** and ***the teaching of young learners*** - areas applicable to the daily work of language education managers, DoSes, teacher trainers and teachers.

Equals is extremely proud to hold this event in Edinburgh, home to Equals Accredited Member, British Study Centres Edinburgh, and would like to thank the team at BSC for their help and support in the organisation of the event.

As always, we are also looking forward to showing you the best that the famous city of Edinburgh has to offer as well as meeting with you during our social dinner events each evening affording further opportunities for shared experiences among the #equalsfamily.

I hope that you have a rewarding time,

Thank you for attending Equals Training for Excellence 2018,

Best wishes,

A handwritten signature in blue ink, appearing to read 'Justin Quinn', is located below the 'Best wishes,' text.

Justin Quinn  
Equals Chair



## EDINBURGH 2018

### Equals Training for Excellence

Equals **Training for Excellence 2018** focuses on **four strands** with areas of interest and relevance to language institution owners, directors and managers as well as academic managers, DoSes, teacher trainers and teachers:

- **Transformational Leadership**
- **Marketing**
- **Course Design**
- **Teaching Young Learners**

Participants have the opportunity to receive training in **two different areas** over the two-day *Training for Excellence 2018* event. This is to maximise the training that members can receive and is in response to feedback from previous attendees. This means participants will select two training programmes: They will follow their first selected strand on Friday afternoon and the first session on Saturday morning. During the break on Saturday morning, participants will move to their second selected programme for the rest of the day.

Participants will have completed a survey ahead of the training event itself. This will act as a focused needs analysis within each chosen area and ensure that training is catering for their specific needs. In addition, participants will have the opportunity to bring their own material with them to the training event, thus enhancing relevance of the training for their own particular context.

In order to build on the training received, follow-up resources will be available in the members' area of the website. There will also be the opportunity to interact via discussions around the training areas on the Equals members Blog.

### Equals online during Training for Excellence

***#equals18edi***

For members and non-members to follow the training event online, Equals will be tweeting (@Equals) using the hashtag *#equals18edi* as well as posting to Instagram (@equals).

We encourage you to share the knowledge and expertise that we are gaining over the next few days with those members who are following us online.



## Eaquals Training for Excellence Programme 2018

### Thursday 22<sup>nd</sup>

|       |   |
|-------|---|
| 19.30 | Pre-conference Dinner   Browns, 131-133 George St, Edinburgh (pre-booking is essential) |
|-------|---|

### Day 1 | Friday 23<sup>rd</sup>

|  |  |                                    |   |  |
|--|--|------------------------------------|---|--|
| #teameaquals Morning run / walk  |  |                                    |   |  |
| <b>Royal Society of Edinburgh</b><br>( 22-26 George St, Edinburgh EH2 2PQ)                                 |  |                                    |   |  |
| 9.30 – 9.45  | Event Opening & Welcome<br><i>Justin Quinn, Eaquals Chair</i>                        |                                    |   |  |
| 9.45 – 10.00   | Eaquals Updates<br><i>Lou McLaughlin, Executive Director</i>                         |                                    |   |  |
| 10.00 – 10.10  | Eaquals Updates<br><i>Ludka Kotarska, Director of Accreditation</i>                  |                                    |   |  |
| 10.15 – 11.00  | Plenary   Steve Phillips<br><i>Internationalisation: at home, overseas, or both?</i> |                                    |   |  |
| 11.00 – 11.30  | - Break -  |                                    |   |  |
| 11.30 – 12.30  | Plenary   Tim Goodier<br><i>CEFR Companion Volume – relevant updates</i>             |                                    |   |  |
| 12.30 – 13.30  | - Lunch (at Royal Society of Edinburgh) -  |                                    |   |  |
| <b>British Study Centres: Edinburgh Language Centre, Edinburgh</b><br>(62-66 George St, Edinburgh EH2 2LR) |  |                                    |   |  |
| 13.45 – 15.15  | Strand 1: Leadership<br>Alec Pearson   | Strand 2: Marketing<br>Chris Moore | Strand 3: Teaching YLs<br>Sandie Mourão | Strand 4: Course Design<br>Sue Sheerin |
| 15.15 – 15.30  | - Break -  |                                    |   |  |
| 15.30 – 17.00  | Strand 1: Leadership<br>Alec Pearson   | Strand 2: Marketing<br>Chris Moore | Strand 3: Teaching YLs<br>Sandie Mourão | Strand 4: Course Design<br>Sue Sheerin |
| 17.15-17.45  | Eaquals Academic Group Projects: Meeting   |                                    |   |  |
| 19.30  | Dinner   The Principal, 19-21 George Street, Edinburgh (pre-booking is essential)    |                                    |   |  |



## Day 2 | Saturday 24<sup>th</sup>

| #teamequals Morning run / walk                                     |  |                                    |   |  |
|--|--|------------------------------------|---|--|
| <b>British Study Centres: Edinburgh Language Centre, Edinburgh</b> |  |                                    |   |  |
| 9.00 – 10.30   | Strand 1: Leadership<br>Alec Pearson   | Strand 2: Marketing<br>Chris Moore | Strand 3: Teaching YLs<br>Sandie Mourão | Strand 4: Course Design<br>Sue Sheerin |
| 10.30 – 11.00  | Break ( <a href="#">Participants change to new strand</a> )                                    |                                    |   |  |
| 11.00 – 12.30  | Strand 1: Leadership<br>Alec Pearson   | Strand 2: Marketing<br>Chris Moore | Strand 3: Teaching YLs<br>Sandie Mourão | Strand 4: Course Design<br>Sue Sheerin |
| 12.30 – 13.30  | - Lunch -  |                                    |   |  |
| 13.30 – 15.00  | Strand 1: Leadership<br>Alec Pearson   | Strand 2: Marketing<br>Chris Moore | Strand 3: Teaching YLs<br>Sandie Mourão | Strand 4: Course Design<br>Sue Sheerin |
| 15.00 – 15.30  | - Break -  |                                    |   |  |
| 15.30 – 17.00  | Strand 1: Leadership<br>Alec Pearson   | Strand 2: Marketing<br>Chris Moore | Strand 3: Teaching YLs<br>Sandie Mourão | Strand 4: Course Design<br>Sue Sheerin |
| 17.05 – 17.15  | Event Closing, Equals Chair & Trustees   |                                    |   |  |
| 19.30  | Dinner   Voodoo Rooms, 19a West Register Street, Edinburgh, EH2 2AA (pre-booking is essential) |                                    |   |  |



## Training for Excellence – The Trainers

### Eaquals Training for Excellence | Trainer Bio

#### Marketing - Chris Moore



Chris Moore is founder and Managing Director of Specialist Language Courses (SLC). SLC is the UK's leading provider of Medical English training, publishing a portfolio of online courses and study materials and providing specialist teacher-led training using a network of virtual classrooms.

SLC works with NHS Trusts, private healthcare groups, international medical universities, pharmaceutical companies and medical professionals. SLC has also published online English language courses for Oil & Gas and Safety at Work.

### ***Building opportunities: making decisions on strategy, resources and implementation***

Language training organisations work in a fast-changing, increasingly unpredictable business environment. Identifying and building viable growth opportunities requires a clear strategy, aligned resources and an implementation plan. In this session, participants work together on articulating one or two key growth opportunities for their business. These may be new products or services, new audiences, or the consolidation and deepening of an existing business channel.

Participants then explore how to create, or further extend, sustainable competitive advantage around these opportunities. As part of this, they examine what resources are required – assets, people, partnerships and financial – what risks need to be addressed and mitigated, and what their next steps may be.

During the session, participants will use a range of analytical tools to support their thinking, looking both at external markets and at internal resources as well as sharing insights from each other's experience and knowledge. These tools include the Ansoff Matrix, Porter's Five Forces, PESTEL, the Business Model Canvas and a risk audit matrix.

By the end of the session, participants will:

- have clearly articulated one or two growth opportunities for their businesses
- developed a coherent strategic approach to exploiting these opportunities
- understand what resources are required
- understand what risks need to be addressed

Participants will take away tools and approaches that can be used in the future and that can be shared with business partners and colleagues.



## **Eaquals Training for Excellence | Trainer Bio**

### **Leadership – Alec Pearson**



Alec has over 25 years commercial experience, across a wide number of sectors including manufacturing and law in both London and Edinburgh. Having developed a proven track record as a senior manager, which included leading and managing successful teams and developing coherent and sustainable strategic objectives, Alec founded Pearson Communication, an ILM Approved Centre in 2012, after graduating with a MBA from the University of Glasgow, Adam Smith Business School.

Alec teaches ILM leadership, management and professional skills programmes to students at The University of Glasgow.

### ***Transformational Leadership***

Language training organisations and teaching institutions are operating in a fast-changing environment. Therefore, it is important to understand how to develop key transformational leadership skills to operate effectively within this environment.

During this session, participants will explore the key elements and importance of transformational leadership, together with understanding how best practice can be achieved. Successful and unsuccessful implementations of transformational leadership will be analysed together with the consideration of risk factors. The importance of change management and lean leadership concepts and how they relate to transformational leadership will also be discussed.

Participants will then work together to determine how transformational leadership can benefit their own educational environment.

By the end of the session, participants will understand the key elements of transformational leadership and understand suitable approaches that can be implemented within their environment and context.



## Eaquals Training for Excellence | Trainer Bio

### Teaching Young Learners – Sandie Mourão



Dr Sandie Mourão (PhD) is a teacher educator, author and consultant specialising in early years language education. She is an invited assistant professor in Nova University Lisbon, where she works on the MA in ‘Teaching English in primary education’.

She is co-editor of *Early Years Second Language Education: International Perspectives on Theory and Practice* (Routledge, 2015) and the open access *Children’s Literature in English Language Education* e-journal [<http://clejournal.org/>], as well as author of a number of pre-primary and primary language learning courses and resource books. Her interests focus on early years language learning, picturebooks in language education, intercultural learning, assessment practices and reflective learning.

### ***Developmentally appropriate approaches to early language learning in English***

With English starting at ever earlier ages around the world, language centres and schools are introducing English to children from the age of 3. This session will focus on the teaching and learning of English with 3 to 10 year olds and is divided into three sequential parts.

The opening part of this session, focusing on the specificities of 3 to 6 year olds, provides a brief overview of the pre-primary child, with examples of how language education can be planned to include developmentally appropriate activities to reinforce orality (e.g. routines, game-like activities, storytelling and child-initiated play). This next part, changing focus to specificities of 7 to 10 year olds, expands on the importance of developing orality to support success in L2 literacy. Developmentally appropriate activities for this age group will make reference to the new pre-A1 levels (Council of Europe, 2018) and the use of literature (e.g. rhymes, fables and picturebooks) in the classroom.

This final part focuses on resourcing centres and schools to cater for these two age groups. Reference will be made to resources associated with the promotion of interaction and meaningful literacy practices, as well as mention resources that support inclusion and respect for diversity.





## **Eaquals Training for Excellence | Trainer Bio**

### **Course Design – Sue Sheerin**



Sue Sheerin has worked as Academic Manager at the Bell School Cambridge and as Director of the University of Sussex Language Institute and was involved in significant curriculum development and course design projects for both organisations, including designing and delivering an MA module on 'Curriculum Development' at Sussex.

In her present Eaquals roles as lead inspector and member of the Accreditation Panel, Sue takes a special interest in Course Design in member institutions, firmly believing that quality in this area is the basis for quality in Teaching and Learning and in Assessment, and that CD is, therefore, at the heart of the learning experience.

### ***Application of Curriculum & Syllabus Development***

In this training strand the important principles of Curriculum and Syllabus Development will be examined. It will also deal with how these can be applied to ensure coherence between course design, delivery of teaching, materials selection and assessment.

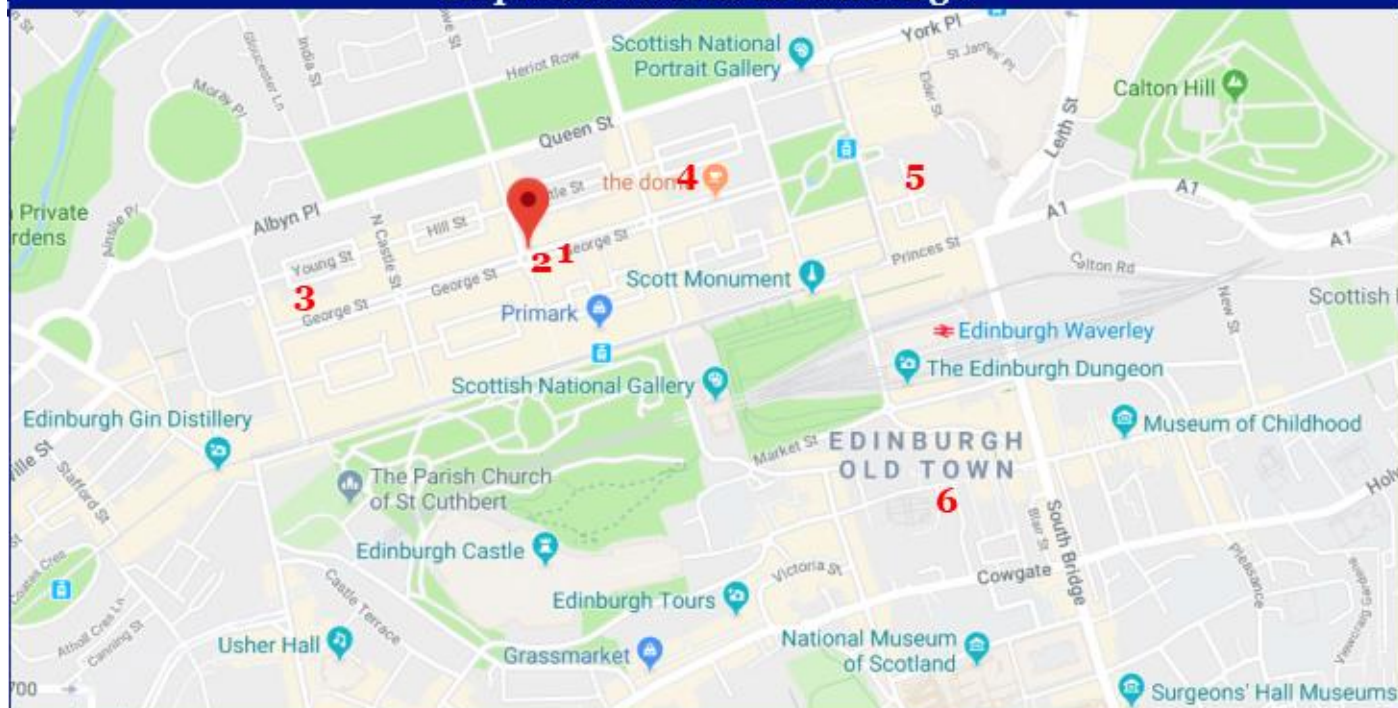
Working with interactive input, case studies, group tasks and discussion, participants will explore:

- how the new revised and extended CEFR can improve and enrich your courses and the educational rationale but also marketing potential of including 21<sup>st</sup> century cultural and social 'soft skills' as course learning outcomes
- the relationship between course design (including intended learning outcomes) and the coursebook – which is the cart and which the horse?
- how to ensure your course design is realised in the classroom
- course design options in challenging contexts, such as rolling enrolment

The training will refer throughout to the Eaquals Standards in the Course Design and Supporting Systems section of the Eaquals manual, as well as to the Indicators and Points of Excellence in that Category.



## Eaquals Locations in Edinburgh



### Key:

|          |   |
|----------|---|
| <b>1</b> | The Royal Society of Edinburgh                      |
| <b>2</b> | British Study Centres,                              |
| <b>3</b> | Browns, 131-133 George St, Edinburgh                |
| <b>4</b> | The Principal Hotel, 19-21 George Street, Edinburgh |
| <b>5</b> | Voodoo Rooms, 19a West Register Street, Edinburgh   |
| <b>6</b> | Walking Tour meeting point                          |



**Eaquals International Conference 2019: It's for everyone!**

**11 – 13 April 2019 in Madrid, Spain at the Hotel Melia Barajas**

Our annual conference is open to all language education professionals – both Eaquals members and non-members are welcome.

The 3-day event offers a rich and stimulating programme of professional development for centre owners and directors as well as academic staff.

**Registration opening soon.**