

# **Eaquals Training for Excellence**

**17-18 November 2017**

**Malta**

**Hilton Malta, Vial Portomaso, St Julian's, Malta**



Dear Equals member,

I am delighted to welcome you to the Equals Training for Excellence in Malta. Our revised format and specialised training is in response to member input and feedback.

*Equals Training for Excellence* focuses on two strands: business/marketing and academic issues. The business and marketing strand deals with areas of interest and relevance to language institution owners, directors and managers. The academic strand deals with areas applicable to the daily work of language managers, DoSes, teacher trainers and teachers. Equals is pleased to be able to offer specialised training for everyone that will have a positive impact on their own development and that of their language institution, proving to be a worthwhile and memorable experience.

Equals is extremely proud to hold this event in Malta which is home to six of our Accredited Members: ACE English, EF International Language Centres, European School of English, International House Malta-Gozo, Maltalingua School of English and NSTS English Language Institute.

As always, we are also looking forward to showing you the island of Malta via the organised guided tour of the island as well as during the social dinner events each evening which provide the opportunity for shared experiences among colleagues.

I hope that you have a rewarding time,

Thank you for attending Equals Training for Excellence,

Best wishes,

A handwritten signature in blue ink, which appears to read "Justin Quinn", is located below the text "Best wishes,".

Justin Quinn



## MALTA 2017

### **Eaquals Training for Excellence**

Eaquals **Training for Excellence** focuses on **two strands: business/marketing** and **academic issues**. The business and marketing strand deals with areas of interest and relevance to language institution owners, directors and managers. These areas include Coaching and Mentoring or Digital and Online Marketing for Business. The academic strand looks at areas of relevance to the daily work of language managers, DoSes, teacher trainers and teachers. It offers participants the chance to focus on key areas that provide a constant challenge which are assessment and skills and competences for DoSes.

Participants will complete a survey before training takes place. This will act as a focused needs analysis within each chosen strand 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 Eaquals members Blog.

### **Eaquals online during Training for Excellence**

***#eaquals17malta***

For members and non-members to follow the training event online, Eaquals will be tweeting (@Eaquals) using the hashtag *#eaquals17malta* as well as posting to Instagram (@eaquals). 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.



## Training for Excellence Programme

Thursday 16<sup>th</sup> November 2017

13.00–17.30	Tour of the Island. Meet at the reception of the Hilton Hotel Malta to travel to Birgu, enjoy the beautiful views from the Blue Grotto and visit the Hagar Qim Temple.
19.30	Meeting for dinner, Hilton Malta (reception foyer)
20.00–22.00	Dinner at Gululu Restaurant ( <i>pre-booking essential</i> )

Day 1 | Friday 17<sup>th</sup> November 2017

9.30-09.45	Conference Opening & Welcome: Equals Chair, Justin Quinn Room: Portomaso Suite I	
09.45-10.00	Equals Announcements & Updates: Executive Director, Lou McLaughlin Room: Portomaso Suite I	
10.00-10.45	Opening Plenary   “ <i>Adjusting to global changes - effects at local level</i> ”. Kevin Valenzia, PricewaterhouseCooper Room: Portomaso Suite I	
10.45-11.15	Coffee Break	
11.15-12.45	<b>Academic Strand</b> Grp 1: Assessment - Elaine Boyd Room Portomaso III  Grp 2: Academic Management – Julie Wallis Room Portomaso Suite II	<b>Business &amp; Management Strand</b> Grp 1: Coaching & Mentoring – Loraine Kennedy Room Catra I  Grp 2: Digital Marketing – Caroline Moore Room Catra II
12.45-13.30	Lunch	
13.30-15.00	<b>Academic Strand</b> Grp 1: Assessment - Elaine Boyd Room Portomaso III  Grp 2: Academic Management – Julie Wallis Room Portomaso Suite II	<b>Business &amp; Management Strand</b> Grp 1: Coaching & Mentoring – Loraine Kennedy Room Catra I  Grp 2: Digital Marketing – Caroline Moore Room Catra II
15.00-15.30	Coffee Break	
15.30-17.00	<b>Academic Strand</b> Grp 1: Assessment - Elaine Boyd Room Portomaso III  Grp 2: Academic Management – Julie Wallis Room Portomaso Suite II	<b>Business &amp; Management Strand</b> Grp 1: Coaching & Mentoring – Loraine Kennedy Room Catra I  Grp 2: Digital Marketing – Caroline Moore Room Catra II
18.30	Meeting for dinner, Hilton Malta (reception foyer)	
18.40	Bus to Mdina	
20.00–23.00	Dinner at Bacchus Restaurant ( <i>pre-booking essential</i> )	



## Day 2 | Saturday 18<sup>th</sup> November 2017

9.30-9.45	Opening	
9.45-10.30	<b>Academic Strand</b> Grp 1: Assessment - Elaine Boyd Room Portomaso III  Grp 2: Academic Management – Julie Wallis Room Portomaso Suite II	<b>Business &amp; Management Strand</b> Grp 1: Coaching & Mentoring – Loraine Kennedy Room Catra I  Grp 2: Digital Marketing – Caroline Moore Room Catra II
10.30-11.00	Coffee Break	
11.00-12.30	<b>Academic Strand</b> Grp 1: Assessment - Elaine Boyd Room Portomaso III  Grp 2: Academic Management – Julie Wallis Room Portomaso Suite II	<b>Business &amp; Management Strand</b> Grp 1: Coaching & Mentoring – Loraine Kennedy Room Catra I  Grp 2: Digital Marketing – Caroline Moore Room Catra II
12.30-13.30	Lunch	
13.30-14.45	<b>Academic Strand</b> Grp 1: Assessment - Elaine Boyd Room Portomaso III  Grp 2: Academic Management – Julie Wallis Room Portomaso Suite II	<b>Business &amp; Management Strand</b> Grp 1: Coaching & Mentoring – Loraine Kennedy Room Catra I  Grp 2: Digital Marketing – Caroline Moore Room Catra II
14.45-15.00	Coffee Break	
15.00-16.15	<b>Academic Strand</b> Grp 1: Assessment - Elaine Boyd Room Portomaso III  Grp 2: Academic Management – Julie Wallis Room Portomaso Suite II	<b>Business &amp; Management Strand</b> Grp 1: Coaching & Mentoring – Loraine Kennedy Room Catra I  Grp 2: Digital Marketing – Caroline Moore Room Catra II
16.15-16.45	Feedback session Room: Portomaso Suite I	
16.45-17.30	Closing Plenary   <i>“Promoting a Culture of Professional Learning in Schools”</i> . Daniel Xerri, Chairperson, ELT Council, Ministry of Education & Employment Room: Portomaso Suite I	
17.30-17.45	Conference Closing: Equals Chair, Justin Quinn Room: Portomaso Suite I	
18.40	Meeting for dinner, Hilton Malta (reception foyer)	
19.00-21.00	Dinner at Bianco’s Restaurant ( <i>pre-booking essential</i> )	



## Training for Excellence – The Trainers

### BUSINESS & MARKETING STRAND

#### The Coaching and Mentoring Manager

This intensive training programme will provide an in-depth understanding of coaching philosophy and look at how this can be integrated into the workplace on a daily basis. It will also focus on the role of mentoring, comparing both coaching and mentoring and deciding when to use each. The training programme is aimed at managers and those responsible for leading teams in the language teaching environment.

The programme will cover the following areas:

- trying out different models;
- working on effective questioning skills;
- working on effective listening skills;
- practice coaching conversations.

This hand-on, unique practice opportunity will take place through working with several case studies and role-plays. As part of a small team, participants will have the opportunity to observe and be observed practising coaching. This will provide participants with the chance to further develop their skills of reflection, giving and receiving feedback and critical thinking. This in turn will lead to a deepening self-awareness, a core element of being a competent coach.

Participants will complete the training programme with a clearer understanding of the role coaching and mentoring can play in the everyday work environment and, in particular, their own context. Participants will have also gained the basic skills to begin practising and implementing both coaching and mentoring themselves.

#### Bio



Loraine Kennedy is an independent ELT and educational consultant, trainer and coach, currently based in Berlin. She has been involved in the ELT profession for 30 years and is passionate about coaching and lifelong learning. She offers one to one coaching to managers and runs coaching workshops. She also runs programmes on leadership, soft skills, the learning organisation and change management.

She offers her services from home through digital means or in schools. She is the secretary on the IATEFL Leadership and Management SIG committee. Her career development path has taken her from teacher to director, then to educational advisor, across Europe, Asia, and the Middle East.



## BUSINESS & MARKETING STRAND

### Digital Marketing: tools, techniques and strategies

This training programme will explore the essential digital marketing tools that directors, marketing managers and school owners need to promote their schools to prospective students and intermediaries. Participants will work in groups to develop marketing action plans based on an existing template, that they can share and complete with colleagues in their own schools.

The training programme will be directly relevant to each individual context as participants will be encouraged to examine their current marketing resources and tools including brochures, websites, student registration systems, questionnaires, social media and all other interactions with current, past and prospective students.

The programme will cover the following areas:

- marketing fundamentals & changing trends
- Business to Consumer (B2C) and Business to Business (B2B) marketing
- mobile interaction
- targeting markets
- market data, tracking interactions (& privacy issues around this)
- websites, social media, user reviews, customer relationship management (CRM) systems
- end-to-end relationship marketing (students, agents, teachers...)
- marketing on limited budgets
- evaluating success, tools and metrics, including the Net Promoter Score (NPS)

The training programme will conclude with participant presentations of their marketing action plans, and discussion of options for further action and CPD in marketing and related areas. By the end of the programme, participants will have a clearer understanding of the tools available for improving their current digital marketing plans as well as having developed a strategy for its' development.

### Bio



Caroline Moore has worked in ELT for over 30 years, and currently works as a consultant for language schools and publishers, helping them with their digital strategies, working on feasibility studies, product development, and marketing campaigns. Previously she worked for the British Council, where she developed its two most successful ELT websites, LearnEnglish and Teaching English, and was a member of the senior management team responsible for the British Council's Teaching Centres in 50 countries and its exams businesses, including IELTS. In her last role, she led the teams responsible for student and exam candidate registration systems, and ELT-related marketing and PR campaigns.

Caroline is an experienced conference presenter and trainer, with a long-standing interest and expertise in the use of digital technologies and education. Until recently, she was Trustee and Chair of IATEFL's Electronic Committee, and led the team that ran its first three web conferences between 2014-2016. She is also a Trustee of the Hornby Educational Trust and helps judge the English-Speaking Union English Language Awards. Caroline has a BA in English Literature and French, an MA in Second Language Learning and Teaching, and in 2010 an MBA with Distinction from Cass Business School at City University of London, for which her final dissertation explored the impact of digital technology on the ELT coursebook market.



## ACADEMIC STRAND

### Assessment: Evaluating & Designing Language Assessments

This training programme, part of the academic strand, will cover the essentials that teachers, directors of studies and academic managers need to know in order to critically evaluate the tests they use and also when designing their own.

This is a unique opportunity to bring along and work with your own in-house assessment materials in an interactive and collaborate way to ensure that the knowledge and expertise you acquire will be directly applicable to your context and can be brought back to your LEC. The training programme will cover the essentials that teachers need to know to ensure assessments are reliable, valid and fair. The focus will be on diagnostic and formative assessment, but will also touch on the issues surrounding the delivery of summative tests. This hands-on approach will use participants' own materials to look at examples of assessment tasks, develop and outline "rules" for writing tasks and highlight the connection between task and assessment as well as additional materials designed to highlight these areas.

The programme will cover the following areas:

- evaluating and designing assessments to comply with testing principles;
- mapping and standardising assessments to CEFR levels;
- mapping assessments to a syllabus and learning outcomes;
- developing criteria and assessing performance reliably across time.

By the end of the training programme, participants will have had the opportunity to write and evaluate their own assessment tasks. They will also have had practice at critically evaluating a range of tests for different purposes as well as understand how to develop and score their own assessments.

The workshop will be run in English and - depending on demand - will work with tests in languages other than English.

### Bio



Elaine Boyd has worked in English language assessment design and quality standards for over 25 years for a range of international testing organisations. She has conducted courses in assessment literacy as well as publishing articles in this field and is the author of several exam coursebooks.

Elaine is an Associate Tutor for the MA TESOL courses at University College London. Her research interests are in spoken language and pragmatics and she is working on the Trinity Lancaster Corpus of Spoken Language. She is currently Visiting Professor at Universitat Politècnica de València supporting the development of an EMI Framework.





## ACADEMIC STRAND

### Academic Management: tools, tips & techniques

This training area, within the academic strand, is designed for directors of studies, academic managers, leaders of teaching teams and teacher trainers. It will uncover the essential management tools needed to efficiently and effectively manage a team and move the team in the same direction.

This academic management training programme will be directly relevant to individual contexts as participants are encouraged to bring along and examine their own, current management tools e.g. appraisal documents, handbooks, questionnaires, forms and schemes of work. Participants will also have the opportunity to share and discuss best practice in their own institutions as well as look at online management tools which will provide additional support in these areas.

The training programme will cover the following areas:

- Team building and support while working towards a company vision;
- Communication (empowerment, ownership and accountability) and managing change;
- Holistic approach to working with teachers: class observation, student feedback, CPD, performance reviews;
- Academic management tools and their link to the Equals standards.

By the end of the training programme participants will have evaluated, reflected and developed their own best practice in relation to management within their own context. They will have also found new ways of managing everyday problems faced by academic managers and directors of studies as well as assert themselves in their position as team leaders while developing the skills needed for clear communication and managing change.

### Bio



Julie Wallis has been director of The London School in Thiene, Italy for 25 years. The school is accredited ISO, Veneto Region, AISLi, Equals and is currently undergoing IH World accreditation. She was the AISLi Educational Officer ([www.aisli.it](http://www.aisli.it)) for 8 years, organising national conferences and representing AISLi as a speaker at conferences around Europe. She currently holds a position on the committee and publishes materials, writes seminars, courses and workshops for the association.

She has presented and run workshops at a number of international venues and published articles online and for a number of Educational magazines. She works as a leadership coach, teacher trainer, materials developer and course writer.

Her interest in CPD and quality learning has led her to become an inspector for both AISLi and Equals. She believes that working for a Learning Organisation means taking an interest in learning and developing organisations. Her own professional CPD includes working for well-known Teacher Training organisations such as BELL and Pilgrims.



## **Future Equals Events**

**Eaquals AGM 2018**  
26<sup>th</sup> – 28<sup>th</sup> April  
Corinthia Hotel, Prague



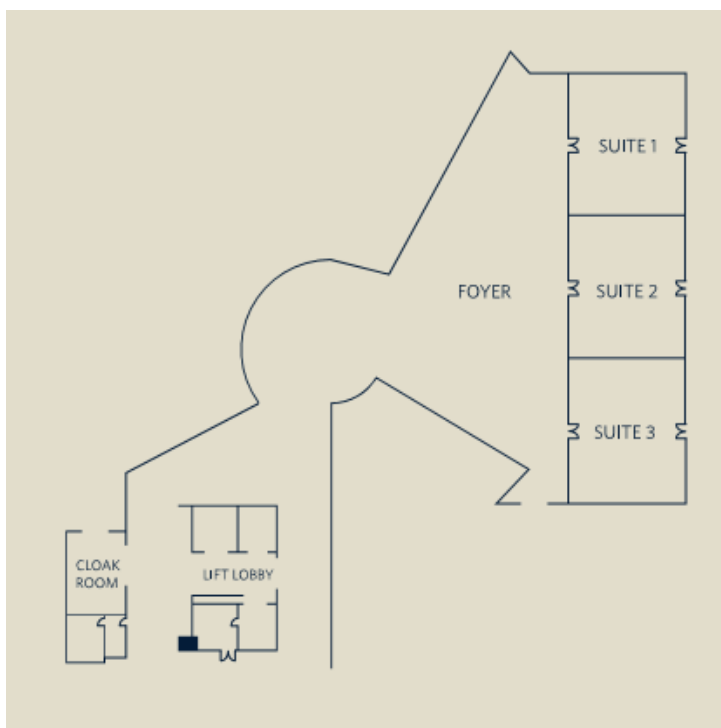
**Eaquals Training for Excellence, Members Meeting 2018**  
23<sup>rd</sup> – 24<sup>th</sup> November  
Experience English, Edinburgh





## Floor Plan

### PORTOMASO SUITE:



### CATRA SUITE:

