



# TRAINING FOR EXCELLENCE 2019, KRAKOW

## GUEST TRAINERS



### **VARINDER UNLU | INCLUSION AND SEN**

*Are we all included and equal?*

Varinder Unlu has worked in ELT for 26 years in all contexts from private language schools to FE and HE, teaching students of all ages. She has been a DOS/Academic Manager since 2002. She works as a Principal at Speak Up London. She is also a teacher trainer for both Cambridge CELTA and Trinity TESOL, a materials writer and an experienced conference speaker and was the co-founder and coordinator of the Inclusive Practices and SENs IATEFL SIG and is now coordinator of IATEFL's Global Issues SIG.



### **THOM KIDDLE & PETER BROWN | APPLICATION OF CEFR**

*The CEFR Companion Volume Mediation scales operationalised: Towards English for Professional Purposes in action*

Thom Kiddle is Director of NILE responsible for strategic and organisational management, and training and consultancy in a range of areas including testing and assessment, learning technologies, materials development and language teaching methodology. He has a Master's degree in Language Testing from Lancaster University and the Cambridge Delta. Thom is also treasurer and founding director of AQUEDUTO; webmaster for the Testing, Evaluation and Assessment Special Interest Group of IATEFL; and Vice Chair of the Eaquals Board of Trustees.

Peter Brown is the Founder Chair of Eaquals and has been on its Board since its inception. He is also the Founder Chair of AISLi, which he co-founded in 1979. With Frank Heyworth he wrote the Council of Europe's Guide to Quality in Language Education. Apart from being a frequent speaker at conferences on a wide range of humanistic and scientific topics, he is also an educational and scientific consultant to international inter-governmental organisations.



### **ALEC PEARSON | LEADERSHIP**

*Transformational Leadership & Change*

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.



### **PHILIPPE TAZA | MARKETING**

*Digital Marketing Essentials for Language Schools*

As the founder of Higher Education Marketing, Philippe provides customized solutions for language schools all over the world. A certified digital analyst with 15 years of experience in the education sector, his company provides a range of specialized services, including SEO and paid advertising, inbound marketing, CRM solutions, dedicated follow-up services, and analytics management.

