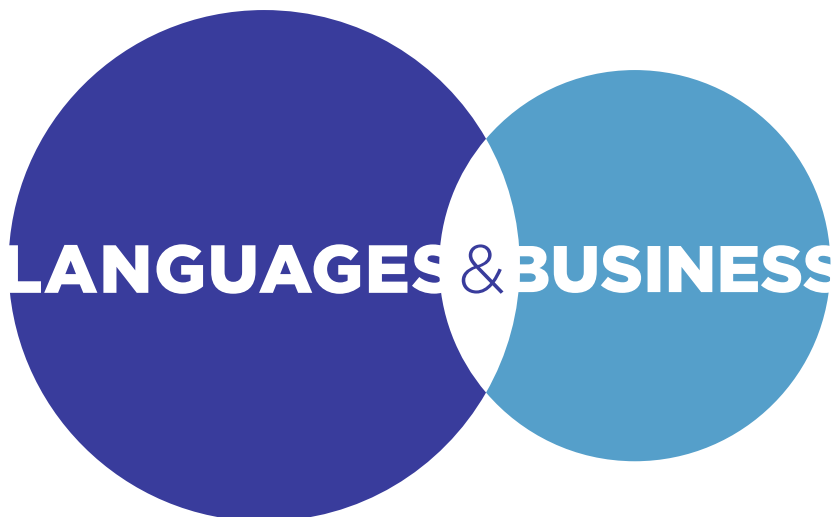


# LANGUAGES & BUSINESS

4<sup>th</sup> Conference on Languages & International  
Business Communication



## Post Conference Report

May 30 – June 1, 2005  
Lindner Congress Hotel Düsseldorf

Mediapartner



Organizers



ICWE GmbH  
International Conferences,  
Workshops and Exhibitions

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## The Event



The fourth **Languages & Business** conference on languages and international business communication took place May 30 – June 1 in the Lindner Congress Hotel in Düsseldorf, Germany. The conference was organised by ICWE GmbH. The Media Partner was Business Spotlight Verlag and other support was provided by the following sponsors and exhibitors: Auralog, CAMPUS/O.I.S.E., digital publishing AG, Franklin Electronic Publishers, GlobalEnglish, inlingua, PONS Ernst Klett Verlag and Rosetta Stone.

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- Rebecca Sprengel  
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- Friederike Zirngibl  
(Spotlight Verlag)

## Participation Statistics

**185 representatives** from German-speaking countries, the UK, and Canada attended the conference, most of whom are engaged in the fields of business, education, and publishing. Several public organisations were also among the participants.

## Pre-Conference Workshops

On May 30 three workshops took place that offered attendees the opportunity to work intensively in small groups and to enhance their knowledge. The topics were:

- **Creating Attractive Teaching Materials on your Personal Computer**  
(This workshop was held in English.)  
Stefan Gee of GEE Language Services offered professional guidance for trainers who seek to produce attractive learning materials with basic PC equipment and simple additional software. Techniques like movie and sound editing, creation and installation of graphics and tables, as well as designing appealing text layouts were included on the workshop agenda.
- **Motivating your Business English learners: a Business Spotlight workshop**  
(This workshop was held in German)  
Meg Engelmann, Deborah Capras, and Dr. Ian McMaster of Business Spotlight elaborated learning scenarios and courses on the basis of Business Spotlight products. Included in the elaboration process were the various Spotlight Magazines as well as the complementary audio and online training materials offered by Business Spotlight.
- **Go Moodle! Die Open Source Lernplattform für Ihre E-Learning-Aktivitäten**  
(This workshop was held in German)  
Prof. Kurt Kohn from the Steinbeis-Centre "Sprachlernmedien" of the University of Tübingen worked in conjunction with the workshop participants on the creation of prototypal e-learning components using the learning platform Moodle. Moodle allows the integration of web-based information, learning material, exercises, assessment lessons, tests as well as fora or chats, depending on the aim of the course.

**Plenary**



Intercultural knowledge is no longer only an advantage in competition but has virtually become a necessity in every aspect of modern business. Michael J. Gates, communication expert from Richard Lewis Communications, scrutinized the main factors behind this development. He also looked into the complicated reasons behind unsuccessful mergers in international business, postulating that the cultural difference between the people involved is still the principal stumbling block.

Of course despite the complexities, many companies have to operate globally in order to stay competitive. "Cultural interaction must be considered as a normal business process by the company and should not be left to chance", said Gates in his presentation. Intercultural management has thus become - and will continue to be - an ongoing issue in these enterprises.

Dr. David Nunan, international expert on Business English from the Hong Kong University, presented the most important trends in business English training.

Dr. Nunan pointed out the future challenges that language trainers and teachers as well as those responsible in the human resources sector will have to face in dealing with the internationalised economy. Just like the economy itself, the English language is going through a process of globalisation. The need for highly qualified English teachers has exploded and at the same time, the concept of language learning has changed. As a learning management tool as well as in blended learning approaches, the internet offers a partial-but-important solution for the variety of issues to be dealt with, says Nunan.

The Plenary reflected the main topics of **LANGUAGES & BUSINESS 2005**: intercultural training and flexible foreign language training on the basis of interactive media and new methods.

**Comments**

„Nowadays all congresses that bring the education and business sector together are extremely important. For four years, ICWE GmbH has managed to combine these two different worlds with a professional opportunity on an advanced level to discuss up-to-date issues: business related trainer qualification, the role of social competences in language learning, how to deal with virtual learning environments during language lessons, CEF, and further standards.

In its fourth year, **LANGUAGES & BUSINESS** has grown up, and we can therefore look forward to the fifth edition, since ICWE always manages to grasp the most up-to-date trends in corporate-based language training.“

**Tim Phillips**  
Skylight GmbH



### Reception

On Tuesday, May 31 the conference participants were invited to a reception that took place in the exhibition area. In this relaxed atmosphere with drinks and snacks, attendees had the opportunity to exchange the experiences of the day and were able to establish new contacts.

The reception was generously supported by **Henkel KgaA**.



### Comments

„Trainers are the most important transmitters between the language / learning material and the theory, and it is their important job to ensure the implementation. There will always be interesting and challenging new aims to be carried out. For me, **LANGUAGES & BUSINESS** was therefore very interesting to attend and I am already looking forward to next year’s conference.“

**Marta Walter-Perera**  
Freelance Language Instructor

“In its fourth year, **LANGUAGES & BUSINESS** has established itself as a unique event in Germany’s language-training calendar. It would be very strange indeed if a market as important as Germany did not have such a conference.“

**Dr. Ian McMaster**, Editor-in-Chief / Business Spotlight

### Proceedings

The conference proceedings include

- abstracts of presentations
- detailed information on exhibitors & sponsors

The conference proceedings can be ordered for 30 Euro at

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Leibnizstrasse 32  
D - 10625 Berlin  
Germany  
Tel: +49-30-327 6140  
E-Mail: info@sprachen-beruf.com  
www.sprachen-beruf.com  
www.icwe.net

### Conference Programme



The conference programme was evaluated with the support of the Steering Committee. The agenda featured the work of 48 speakers from business, higher education, and public institutions. The sessions focussed on current crucial topics such as intercultural communication, blended learning, trainer qualification, foreign languages in education, online evaluation, and computer-assisted language learning (CALL).

The conference agenda also looked into best practice show cases for language training, and a trend became apparent: staff communication and presentation facilities are becoming increasingly important. Trainers and language teachers are now requested to adjust their training programmes to the actual needs of the staff’s work environment. Additionally, the support of foreign language training should be precisely coordinated with the communication strategies of companies – a task, which places heavy demands on trainers and teachers.

Consequently, focussed professional education is necessary. To help achieve this, the Henkel KgaA initiated a pilot project in trainer qualification in 2004. The Corporate Communication and Language Trainer Certificate (CLTC) was created in cooperation with the training provider Skylight GmbH and was presented during **LANGUAGES & BUSINESS** to a highly interested audience.

**Participants Satisfaction Overall Evaluation 2005**



The CLTC was also the subject of the working groups, a session format established in 2005. In small groups with up to 15 participants, the concept of the CLTC was looked at in detail, questions that arose were discussed extensively, and real-life experiences were exchanged. The interactive sessions were highly appreciated by the participants.

Attention was also given to intercultural training and foreign language training. The transfer of knowledge about foreign cultures with the aim to establish successful internal and external business processes will be the challenge of the coming years, agreed the conference participants. Companies that want to be successful internationally need to integrate intercultural management into their business processes. Training providers are requested to develop suitable methods and strategies in order to ensure the transfer of interactive cultural processes. Some examples of this, e.g. the evaluation tools Intercultural Development Inventory (IDI) and The International Profiler (TIP), were presented at **LANGUAGES & BUSINESS**.

## Panel Discussions



During the panel discussion held on June 1, the operational aspect of foreign language training was analysed. The second conference day started with the question, "Where is the market research for the product called language training?"

Winfried Albrink, Head of Training Germany from Henkel KgaA, Prof. Dr. Kurt Kohn from the University of Tübingen, and Wolfram Brecht from the Chamber of Industry and Commerce Düsseldorf engaged in a discussion with both the chairperson, Dr. Matthias Jung of the Institute for International Communication (IIK) and the conference participants concerning the marketing aspects of professional foreign language training. The attendees agreed that future requirements will require innovative thinking and that foreign language training programmes need to prove their precise benefit for the realisation of company aims, as is already the case in other types of advanced professional training.

Winfried Albrink disapproved of the traditional separation of "foreign language courses" and "communication training", supporting an integrated approach in line with "international communication".

A controversial discussion took place among members of the audience regarding the panellists' contention that quality will establish itself in the long term, even if this would mean a rise in prices. According to the experiences of some training providers, foreign language trainings are purchased at the "cheapest price per kilo". Especially for freelancing trainers, it is essential for multiple qualifications to be rewarded since besides fluency in the languages, a certain talent for entertainment, applied geographical knowledge, and competences in didactics, methodology, and management facilities are becoming crucial.

Concluding that blind trust in the market alone is not sufficient, Dr. Matthias Jung summarised the discussion. Quality needs to be promoted in order to overcome some out-of-date attitudes. Trainers as well as personnel developers will need the corresponding arguments and instruments such as new further-education formats and appropriate proofs of qualification.

The subjects discussed also covered one of the two trends that were crucial for **LANGUAGES & BUSINESS 2005**, namely that targeted qualification of training personnel can guarantee economic success of further education measures.

## Comments

"Congratulations on putting together a well run event. Everything seemed to run very well, and I found it a good forum to meet people I knew and meet some new ones."

**Adrian Pilbeam**

*LTS training and consulting, UK*

"I enjoyed the conference very much. It was extremely well-organized, and the participants were a very motivated and convivial lot. I am most grateful to you and your colleagues for making it such an enjoyable event."

**Dr. David Nunan**

*University of Hongkong, ROC*



**Mediapartner**



**Sponsors**

**Languages & Business 2005** was supported by the following sponsors:

**Silver Sponsors**



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**Exhibition**



The leading language training providers and suppliers of language products in the fields of print and software were present at the accompanying exhibition. The exhibition was well integrated in the conference happenings and offered participants and providers a variety of networking opportunities as well as the possibility to exchange experiences.

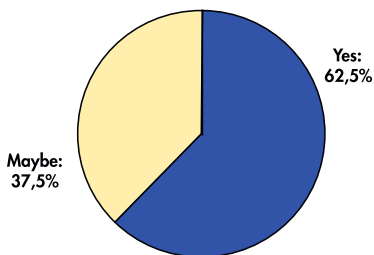
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**Exhibitors' Evaluation 2005**  
Do you plan to participate in the next **LANGUAGES & BUSINESS**?



**The 5<sup>th</sup> LANGUAGES & BUSINESS** will be taking place **May 8 - 10, 2006** in the **Lindner Kongress Hotel Düsseldorf**

