



Eaquals November 2019 “*Training for Excellence*” event will focus on specific training needs and offer participants the opportunity to receive specialised input from sector experts and from within Eaquals own network of expert practitioners. The programme includes four strands:

- Inclusion & SEN
- Leadership
- CEFR Application
- Marketing

The event will begin with an plenary delivered by Liam Brown on “Customer Focused Working – ways of paying attention to what matters”. Attendees will then follow two full days of training covering two strands. While registering for the event participants will choose two out of the four strands they will attend.

[Find out more and register online](#)

VARINDER UNLU | INCLUSION AND SEN

Are we all included and equal?

The workshop will help participants learn from each other’s experiences of, and ideas for, planning, implementing and reviewing inclusive education work within their context. We will be looking at:

- What inclusion means and how it can help not just learners, but everyone involved from teachers and managers to administration staff.
- What diversity, inclusion and equality look like in the workplace.
- How we include not only students with learning differences but also raise awareness of LGBTQ and racial and cultural differences.
- Points to consider when embedding equality.
- The benefits of inclusion, diversity and equality in the classroom and the workplace.
- How to identify and support learners with learning differences such as dyslexia, autism, visual and hearing impairments.



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

In this workshop, we look at what the new scales mean for development of student-focused, client-driven needs analysis and self-assessment, opportunities for teacher assessment, classroom activities, and development of syllabi which target competences with a communicative purpose, taking integrated use of skills and meaningful content as a pre-requisite for language course development.

We will look at how illustrative descriptors across the mediation scales at different levels can be operationalised into coherent lesson and course outcomes, and how the achievement of these outcomes may be measured. We will consider what this means in terms of measuring and certificating linguistic performance in both workplace 'soft' skills and the underlying, enabling competences such as grammar and lexis, to provide tangible outcomes for learners.



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 Equals Board of Trustees.

Peter Brown is the Founder Chair of Equals 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

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 and change management to operate effectively within this environment. The workshop will be structured as follows: Session 1 – A recap of transformational leadership and change management, together with a review of the latest research on these topics areas relating to teaching environments.

Sessions 2 & 3 – Action Learning Sets: based on the outputs of your needs analysis, sessions 2 and 3 will specifically look at the issues and complexities of transformational leadership and change management within your environment. Participants will work together, in groups, to develop action plans on how to resolve the issues and complexities, understanding how best practice can be achieved.



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

In today's language education sector, a working knowledge of digital marketing principles and practices is a must for schools. With more inquiries and applications originating online than ever before, institutions need to be able to reach prospects all over the world through a diverse range of channels, including search, social media, and digital advertising.

To accomplish this, it is essential that language education professionals develop the skills and knowledge to increase their online visibility, manage their web presence, engage with their school community, and accurately measure the results of their efforts. In this workshop we will use real industry examples, demonstrations, and practical exercises to help participants develop their understanding of basic digital marketing principles.



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.