

The Pyramid Group

Technical English Training

16 July or 22 October 2011 (9.00 - 17.00 respectively)

Teaching technical vocabulary to business clients – and getting them to remember it

Goals

One of the key aspects of teaching technical English is to provide the clients with the specific technical terms required for his field of work and help them to assimilate it into their vocabulary. This poses two challenges:

- How can a trainer without a technical background identify and present the vocabulary his client requires?
- It is often not realistic to expect business people to study vocabulary on their own. How can the trainer ensure that they remember the vocabulary once they have left the classroom?

This hands-on workshop will provide the participants with tools to meet these challenges. We will investigate sources of specialized vocabulary that are accessible to trainers without a technical background and then explore a variety of activities designed to help clients learn this vocabulary during a group training session. Finally, participants will have the opportunity to try out what they have learned.

The course expands upon the content in the course “Introduction to Teaching English for Technical Purposes”, but it is not a prerequisite.

Course outline

Session 1: Introducing vocabulary

Using pre-defined vocabulary lists for engineering materials and their properties, we will discuss ways of introducing the vocabulary and try out some games to familiarize learners with it.

Session 2: Assimilating vocabulary

Once the learners have been introduced to the vocabulary, we will look at ways to practise and apply it so that they can remember it and use it confidently.

Sessions 3: Compiling specific vocabulary

In this session we will discuss how to identify relevant vocabulary for specific clients and look at various sources for technical terms – *Engine* and *Business Spotlight* magazines, specialized course books and the internet. Working in small groups, the participants will be asked to compile technical vocabulary lists of their own.

Session 4: Teaching the vocabulary to the other participants

In the last session the groups use the tools they have acquired in this course to teach their vocabulary to the other participants.

The Pyramid Group
Technical English Training
One-Day Technical English Workshops

Venues:

16 July 2011 in Neu-Ulm (Römer Villa)

22 October 2011 in Cologne (Tagungs- und Gästehaus St. Georg)

Time:

9.00 - 17.00 respectively

Trainer:

Genevieve Besser

Based in Siegen, Germany, Genevieve Besser is a native English speaker with 15 years of experience in teaching business and technical English, including to students in the mechanical engineering department of the University of Siegen. As a freelance corporate English language trainer she has planned and delivered customized English training courses for numerous well-known manufacturing companies as well as employers' associations in North Rhine-Westphalia. She has contributed several articles to the "Technology Language Focus" section of the magazine *Business Spotlight*, including "English for Warehousing", "English for Steel Pipes" and "English for Robotics", as well as a vocabulary booklet entitled "Projects and Plans". She is the author of two Cornelsen Trainer's Guides: "English for Meetings" and "English for Emails".

Before moving to Germany, Genevieve worked as the marketing manager for a high-tech company. She holds a master's degree in International Affairs from Columbia University in the City of New York with a concentration in international business. Her website is www.besser-kommunikation.com

REGISTRATION FORM

Teaching technical vocabulary to business clients – and getting them to remember it

- 16 July 2011 in Neu-Ulm (Römer Villa)
 22 October 2011 in Cologne (Tagungs- und Gästehaus St. Georg)
(please tick the box)

Registration

Fax +49 731 397 69 77 or paul@thepyramidgroup.biz

Registration form

Name / First Name _____
Company / Institution _____
Street _____
Postcode / Town / Country _____
Tel. _____
Fax _____
E-Mail _____
Website _____
Date / Signature _____

Minimum number of participants required: 10

Enquiries and information

Tel. +49 731 397 69 76
Fax +49 731 397 69 77
paul@thepyramidgroup.biz

Registration process

Fill in the form and fax it to: +49 731 397 6977 or paul@thepyramidgroup.biz

Course Fee

The € 99.00 course fee (+19 % MwSt. - € 18.81 = € 117.81) includes lunch and coffee breaks and must be paid in advance to the following account:

Bank:	Postbank Ulm / Germany
Account holder:	Paul East
Account No.:	516 480 705
Sort Code:	600 100 70
IBAN:	DE92600100700516480705
BIC:	PBNKDEFF