

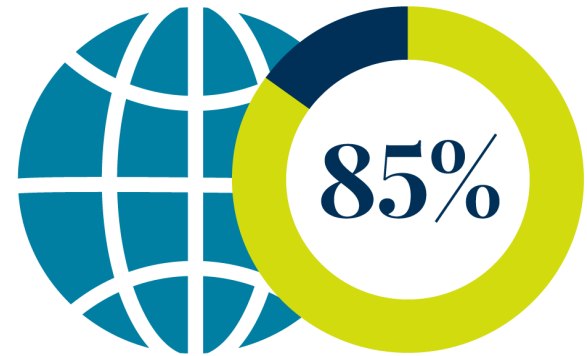


Changing the Way the World Learns English  
Modern Trends and Technology

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# Mastering English is no longer a luxury.

- High proficiency expectations in the workplace
- Lingua franca in many large corporates yet lack of skilled staff
- Common language of international science & education
- Need to provide competitive graduates
- Desire to accelerate growth and improve outcomes



of the world uses

**English**

as their official  
language

Source: The Impact of globalization and the Internet on English Language Teaching and Learning Wu and Ben-Canaan



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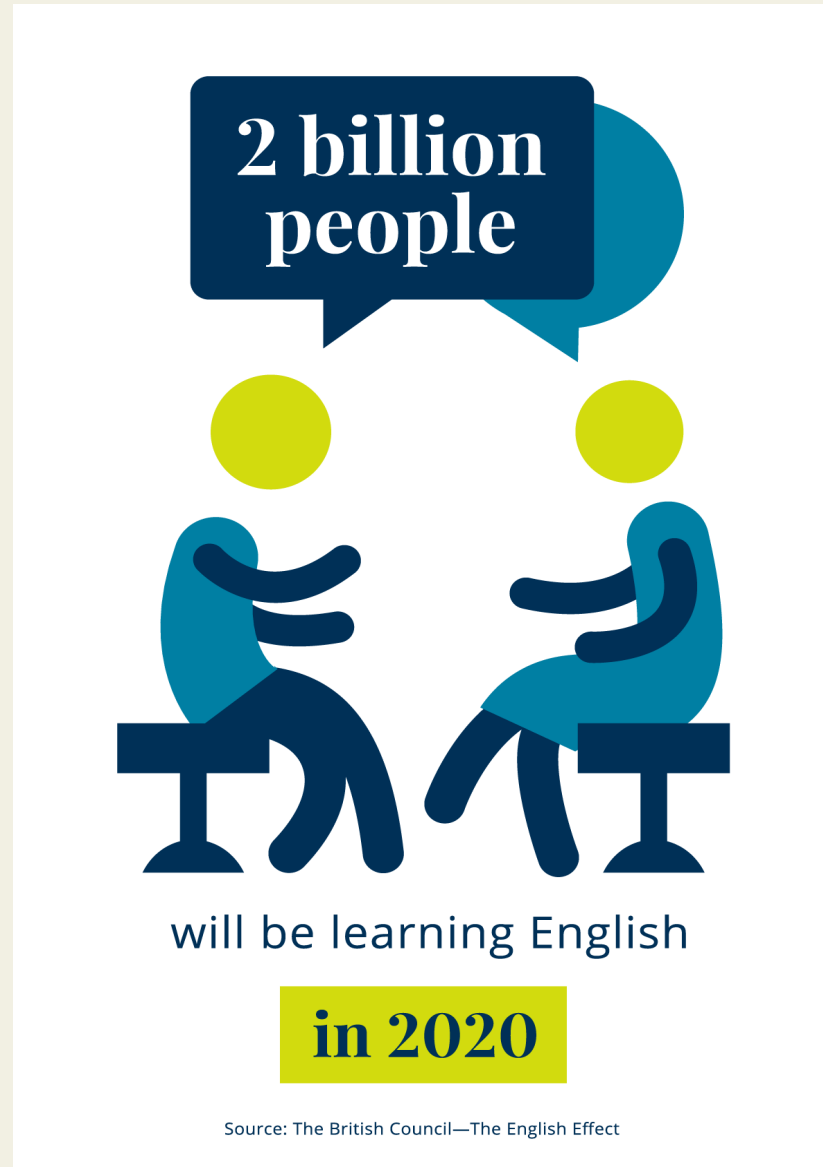
game



mobile

# Global English Trends

- Increase in mobile and flexible solutions - the role of the smartphone
- On-demand learning and recognition
- Contextualised and current learning - 'learning as lifestyle'
- Digestible content
- Personalisation, leveraging interests
- Role of mixed media
- Interaction with native speakers



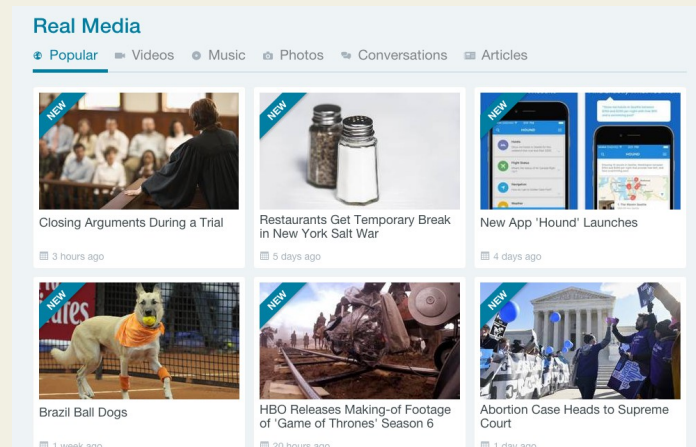
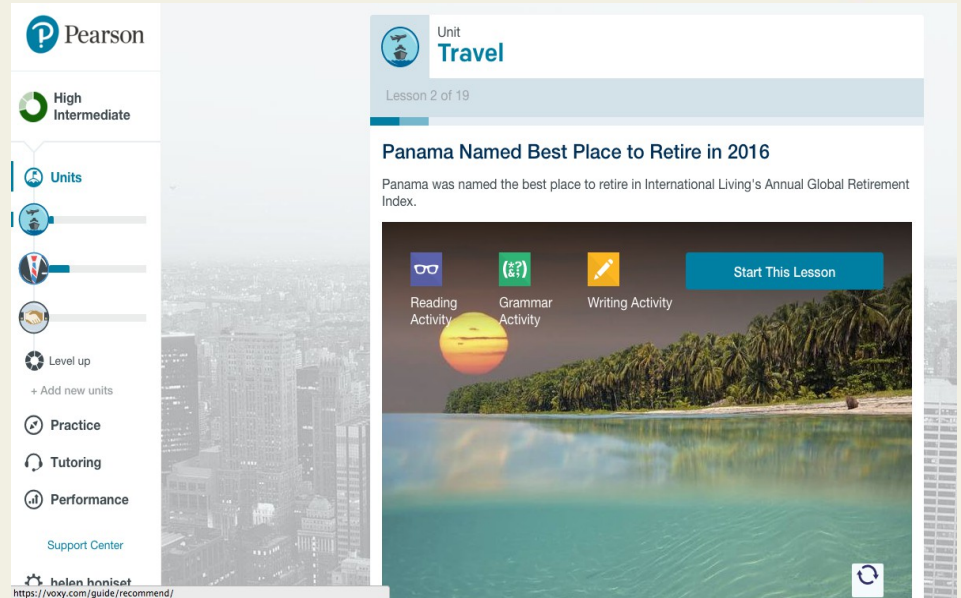
No two people are alike. How do you personalise online learning to ensure it stays relevant to the learner?



# Create a Personalised Learning Pathway

Traditional sources are outdated and provide generalized content through a “one-size-fits-all” approach.

Our platform sources authentic, updated material - from over 30,000 hours of content - to provide a personalized blended course, based on each learner’s profile.



# Our Method



- Needs analysis and proficiency test to measure a student's current level of English
- This enables us to design a personalised course that maximises both technology and in-person instruction



Your Goals 1 2 3 4

### What do you want to accomplish with English?

Everyone has a different motivation for learning English. We'll personalize your course based on the specific things you want to accomplish, and make sure you learn everything you need to do so. (Select all that apply.)

<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Advance my Career	Enjoy English Media <small>(books, film, music, websites, etc.)</small>	Pass My English Tests	Travel Abroad	Day to Day Tasks <small>(ex: Order at a restaurant)</small>	Social & Lifestyle <small>(ex: Shopping)</small>



Catering for short attention spans.

How do you maintain the interest of a modern learner?



# Utilise Modern Techniques

- Flipped classrooms
- Video and audio content
- Deliver on mobile, tablet, and the web
- Connect learners to current events
- Integrate current news and personal
- Provide 24/7 support and coaching from native speakers





# Performance

## Spotlight

Check out your overall performance in the last 90 days:



## Grammar Guide



## Word Bank



Words & Phrases

## Skill Performance

Track your progress charts for each skill so you can see your improvement during the course.

### Grammar

Try this skill!



### Vocabulary

Try this skill!



### Writing

Try this skill!



### Listening

Try this skill!



### Reading

Try this skill!

### Speaking

No activity yet

## Units

### Travel



### Business



### Professional Skills



## Proficiency



Ask Pearson UK

Integrating existing tools and techniques. How do you use technology to align new methods with more traditional approaches to learning English?



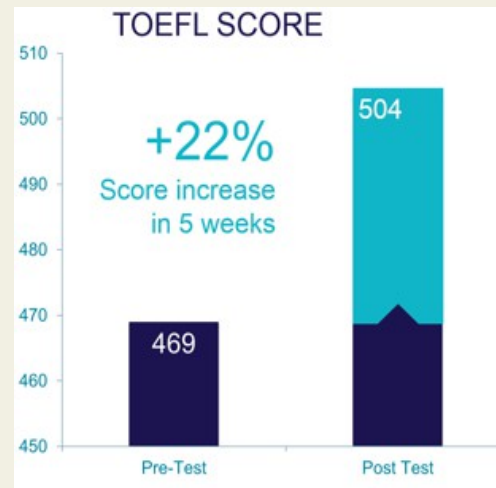
# Recurring Assessment and Global Alignment

Our online assessment tool:

- Tracks performance; enabling the learner, teacher and the institution to monitor progress
- Enables evaluation-based level advancement
- Involves real-time feedback from native speakers all over the world

**Independent studies prove our results:**

Student progress is calibrated with various 3rd parties for credential and curriculum alignment e.g., TOEFL, IELTS, CEFR, etc.



Level 5 - LOW INTERMEDIATE  
 VPA range 360-490 : You can communicate in simple and routine tasks but your vocabulary and grammar is limited.



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# Summary



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# The English Solution in a Nutshell

- Personalised: Cutting-edge English learning platforms with proven efficacy and efficiency
- Cloud-based: A comprehensive offering integrating web and mobile technology, real-world content, assessment and reporting
- Affordable: Cost-effective solutions delivering scalable learner outcomes
- Blended: A multi-media approach with access to live tutors 24 hours a day



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# Any questions?

Find out more about us at

[www.pearson.com](http://www.pearson.com)



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# Dziękujemy!

Organizator



Patron merytoryczny



Partnerzy Konferencji



Partner technologiczny

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Patroni medialni

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Serwis Prawa Pracy  
i Ubezpieczeń Społecznych

Serwis  
HR

Personel



HR standard.pl

LEX Navigator  
Prawo Pracy

BUSINESS  
WOMAN & life