

Presenters' biodata and abstracts

Roisin Vaughan

Roisin Vaughan has been working in ELT for 20 years, beginning her career teaching general English and ESP in Italy and Spain before returning to the UK to work as a Director of Studies and Teacher Trainer. She then spent 12 years in ELT publishing, and was Head of Marketing for Cambridge University Press for 6 years during which time she was instrumental in setting up a digital sales and marketing unit and specializing in digital marketing.

She now works as an independent publishing consultant, trainer and journalist. Her recent work includes content consultancy for *Cambridge English for Marketing*, advising on marketing theory and authoring online case studies, and working as a Principal Tutor for Cambridge Marketing College. In addition to her work in the publishing environment she is a freelance journalist contributing articles to the ELT press including the *Guardian Weekly*.

She holds postgraduate diplomas in both ELT (DTEFLA) and Marketing (DipM MCIM).

Presentation: Effective Marketing in the Digital Age

Emerging technologies have redefined the relationship between organizations and consumers, and have altered traditional consumer behaviour. Conventional marketing strategies and tactics are no longer sufficient to engage and retain the loyalty of more digitally-savvy customers.

This presentation will give an overview of digital marketing tools and channels which can enable institutions to communicate more effectively with potential and existing customers, improve reach and visibility and ultimately gain competitive advantage. It will include an overview of established digital marketing techniques such as optimal use of websites and email marketing, as well as more recent developments including social media marketing, viral marketing and mobile marketing. We will discuss tools and techniques for measuring the effectiveness of these new tactics.

Sarah Ellis

Sarah Ellis has a background in teaching and teacher training teaching working with both adults and young learners in Italy and UK. She has been involved with Cambridge ESOL examinations for over 15 years as speaking examiner, presenter and as Centre Examinations Manager and is

now is Marketing Manager for Cambridge ESOL, Italy. She holds a Professional Certificate in Marketing from the Chartered Institute of Marketing.

Presentation

Digital marketing is offering us a whole new range of opportunities to promote our business. This session will look at some practical ideas from permission marketing and exploiting email campaigns that can quickly make a difference.

Nick Beer

Nick Beer is based in Bologna and has overall responsibility for the promotion and delivery of Cambridge ESOL exams in Italy and Malta. Nick taught English in the UK, France, Portugal and finally Italy, where he has lived since 1988. From 1991 to 2003 he worked for a number of UK publishers including Cambridge University Press, Penguin Books, HarperCollins and Thomson Heinle. He holds a degree in Economics, the RSA Diploma (now Delta) and is currently studying for an MBA with the Open University. He is Regional Manager Italy and Malta, University of Cambridge ESOL Italy.

Presentation: 'Making the most of certification in challenging times' – Agreement MIUR – Cambridge ESOL

Julie Wallis

Julie Wallis is co-director of The London School in Thiene (VI) and the AISLi Educational Consultant (www.aisli.com). She has published materials and written seminars and workshops on behalf of AISLi and has presented at a number of international conferences. She currently writes for Family English; English24. She works as teacher trainer and materials developer and has recently run a Blended Learning course at Bell Teacher Campus. Her experience has led her to believe that technology in ESL needs to be approached from a pedagogical point of view and not from that of an IT expert. YouTube has had a great impacted on her teaching and she fully understands its enormous marketing potential.

Presentation

Recent statistics on online video and youtube will amaze you. In one month in early 2011 15 billion videos were streamed in the USA alone. Internet video viewing was up 35% and mobile video viewing up 20%. But it's not as easy as you think to target your market. Every minute over 35 hours of video are uploaded onto YouTube, so your competition is strong. So how can you maximize your YouTube marketing and achieve the results you need?

Byron Russel

Biodata: coming soon

Presentation: Viral/social network marketing; marketing campaign for a language learning app (due out in June).

Palmina La Rosa

Palmina La Rosa è direttore operativo AISLi dal 2006. Dirige la scuola di lingue Giga International School of Languages dal 1997. La scuola è anche centro accreditato per le certificazioni Cambridge ESOL e centro CELTA, DELTA e YL Extension to CELTA.

Presentazione: AISLi dal 2009 al 2012 e dal 2012 al 2015

Palmina racconterà agli ospiti presenti i traguardi raggiunti da AISLi negli ultimi tre anni. Presenterà poi il nuovo piano strategico per i prossimi tre anni.