# International Publishers Exhibition Spring '24

The MET Hotel 26th October 48 unday 7 April 2024 0.00 - 18.00college • National geogenew books, software university PUBLISHERS • SO E teaching materials & examinations

# PROGRAMME

Dear Foreign Language Professional,

Life is all about development, adaptability, evolution. For those to be accomplished several steps are required. There comes a moment when a step is larger than the others and its significance is greater. One of those moments for education is now!

As AI enters the classroom, teachers of all levels face a new reality and are expected to transform their daily teaching in order to emphasise on emotional intelligence while including the great advantage of technology.

Once again, the International Publishers Exhibitions (IPEs), with the Spring '24 Thessaloniki IPE, will offer the latest insights on educational trends through presentations and a vast variety of materials exhibited. Throughout the event you will have the chance to interact with colleagues and exhibitors for the benefit of your professional and personal development. Innovative ideas will be presented in a practical manner in order for all participants to adapt their teaching to the future of education. The discussion group and a number of franchises will be present to help you evolve your business.

A new era for education has started and we invite you and your colleagues to join it. The organisers, exhibitors and presenters are eager to meet you once again, on Sunday, April 7th, at the cosy and familiar The MET Hotel.

Looking forward to welcoming you,

International Publishers Exhibitions Philip Dietschi Georgia Vradi



Order online: https://eshop.hamiltonhousepublishers.gr Order by telephone: 210-9626166

## Ostria

10.00 – 11.15 Discussion Group -FOR SCHOOL OWNERS ONLY



#### WIN BY SHARING YOUR EXPERIENCE

If you have an apple and I have an apple and we exchange these apples then you and I will still each have one apple. But if you have an idea and I have an idea and we exchange these ideas, then each of us will have two ideas.

#### George Bernard Shaw

School owners will have the chance to express their opinion on problems/difficulties and proposals/opportunities on the following subjects:

*Chris Kostas, Head of International Business and Marketing, AHEAD BOOKS* Gamification is a driving force behind keeping students engaged in the learning process. When there is no engagement happing in a classroom essentially there is No learning happening. Together we will face the challenges of creating engagement, improve retention of language and make learning almost an addictive experience, keeping students

- Students with ADHD
- Al in education
- Dropout Rates

Sofia lakovidou, Facilitator

focused and motivated.

GAMIFICATION AND HOW IT CAN IMPROVE THE TEACHING PROCESS OF YOUNG LEARNERS

#### 11.30 – 11.55



12.00 - 12.25



#### "THE WILSONS SERIES" FOR SENIOR A, B, C CLASSES

*Nick Anagnostou*, *MA in English Language and Literature*, *EFL/ESL Teacher*, *Consultant*, *Academic Speaker*, *Regional Manager*, *HAMILTON HOUSE PUBLISHERS* Discover the exciting adventures of the *Wilsons* family with its captivating 3D animation, cutting edge interactive software and

application making learning engaging and fun!

#### 12.30 - 13.20



#### THE BEST STORY IS YOURS! Vivi Kamari, Marketing & Pr

*Vivi Kamari, Marketing & Promotion Manager, GRIVAS PUBLICATIONS* Imagine if Storytelling & Creative Writing is something everyone can do!!! New Books 2024

- Whodunnit? 1 (New Coursebook Series)
- Writing B2

13.30 – 13:55



### UNLOCK YOUR POTENTIAL. EMPOWER YOUR FUTURE WITH VTCT (ITEC) QUALIFICATIONS FOR BOTH YOUR STUDENTS AND YOURSELF!

*Maria P. Alafogianni*, BA, MA, MIL, Dip Trans, MSc Counseling and Positive Psychology, CEO, B.E.S.A.

In this talk, you will have the opportunity to learn about the new OFQUAL recognized *VTCT (iTEC) ESOL International English Language* certification. The certification is provided by B.E.S.A. (Best Educational Services and Assessment) at levels B1 – C2, in collaboration with the OFQUAL recognized VTCT (iTEC) British certification body, which is present in more than 62 countries worldwide. The *VTCT (iTEC) ESOL International* certifications are designed for non-native English language candidates who wish to obtain high-quality, internationally recognized qualifications in English. In addition, we will talk in detail about the *VTCT (iTEC) Level 5 Diploma in Education and Training* and the opportunities it provides for your personal development and the difference it can make to your ELT career.



### Sirocco

10.30 - 11.25

Professional Presentation



# **International Publishers Exhibition**

# UNLOCKING POTENTIAL:

#### **EXPLORING PLAY-BASED LEARNING FOR YOUNG LEARNERS**

*Maria Davou*, *Teacher, Teacher Trainer, FLS Owner, CLOSSOBOOKS* This talk delves into the transformative power of play-based learning in early childhood education. We examine how structured play activities stimulate cognitive, social, and emotional development, fostering creativity and curiosity. By integrating play into the curriculum, educators can create engaging, inclusive, and joyful learning environments. We explore evidence-backed methodologies, highlighting the benefits of imaginative play, games, and role-playing for skill-building. Join us to discover the science behind play-based learning, and how it nurtures a lifelong love of learning in young minds, empowering them to thrive in a rapidly evolving world.

#### 11.30 - 11.55



#### HOW CAN WE KEEP TODAY'S STUDENTS ENGAGED IN THE CLASSROOM?

*Katerina Yacoumatou*, *ELT Consultant*, *BURLINGTON BOOKS Inspire B1* uses an innovative combination of print and digital material to bring learning to life and life to learning. It includes up-to-date topics that teens can relate to and develops key 21st century competencies, while laying the groundwork for all B2 exams.

Join In 1 for A Class. Enter Jake and Jodi's online world and encourage students to learn, think and create together. Join In combines adventure stories with real-world information and is packed with engaging and challenging activities that will develop critical and creative thinking as well as enhance all four major language skills.

#### 12.00 - 12.25



#### Natasha Polysaki-Kallistratou, Marketing Manager, Northern Greece, BURLINGTON BOOKS

Step into *Ricco's* world and give your junior students a rich and rewarding learning experience. Highlights include 3D animated adventures, interesting real-world content and specially-made documentary videos. And students can improve their pronunciation with Burlington's unique new *Scan and Speak* feature in their interactive webbooks. Come along and find out more.

12.30 - 13.20

#### "HOBBYVILLE": A BRAND NEW REVOLUTIONARY JUNIOR SERIES DESIGNED FOR THE YOUNG LEARNERS OF THE 21<sup>st</sup> CENTURY!

Thomas Parisopoulos, Marketing Director, SUPER COURSE ELT PUBLISHING Learners take their first steps in English while exploring new hobbies in



# the captivating 3D world of *Hobbyville*. The only Junior series featuring 3D illustrations and animation

Instils essential life skills and values

"RICCO AND ME!"

- Follows the latest educational trends
- Follows the latest educational trends
   Over 400 videos, including hebby futorial to
- Over 100 videos, including hobby tutorial videos
- Engaging educational video games
- Plenty of supplementary materials for teachers
- Free samples will be provided. Raffle with surprise gifts.

### **Zephyros**

10.00 – 10.50 Professional Presentation



#### **ELT EXAMS UPDATE 2024**

THE BUTTERFLY EFFECT

Andrew Betsis, Author, Publisher, BETSIS ELT - MACMILLAN EDUCATION Lawrence Mamas, Author, BETSIS ELT - MACMILLAN EDUCATION

- Virtual Online Classroom through Gateway
- The latest trends in assessment locally and internationally
- Online testing & proctoring: pros and cons
- How many exams at levels B2 & C2 are now available and "equal" in Greece. How long do they last? Do any of them really "expire"?





#### SHINE BRIGHT LIKE STARDUST: EMPOWERING DYSLEXIC MINDS

Vicky Kaperoni, FLS Owner, English Teacher, Special Education Teacher, Teacher Trainer, BUTTERFLY PUBLISHING

Together, we will explore the unique strengths and challenges associated with dyslexia, gaining a deeper understanding of how it impacts reading, writing, and overall academic performance. You will leave equipped with the knowledge, resources, and confidence to make a positive impact on the lives of students with dyslexia, helping them shine bright like stardust in their academic journey. Because, as you know, we are all made of ...stardust.

#### 11.30 - 11.55



#### Dimitris Ziogas, Teacher, CEO / Founder of Genius Language Centers, BUTTERFLY PUBLISHING

Embark on a captivating journey through the enchanting world of Butterflies Publications, where every flutter of the page ignites a cascade of transformative learning experiences. Join us as our CEO and founder, will not only showcase our current lineup of educational treasures but also offer an exclusive glimpse into the future, unveiling upcoming titles that promise to redefine the landscape of English Language Teaching materials.

#### **Public Transportation**

The MET Hotel is accessible by bus lines 31 and 40. The closest stop to the hotel is ICHTHIOSKALA.

# PROGRAMME

### **Zephyros**

12.00 - 12.25



#### "KEY LINKS B2": A COURSEBOOK FOR THE MODERN LEARNER

**Panagiotis Kyriazis**, Teacher, ELT Consultant, MM PUBLICATIONS Introducing a transformative English coursebook for teenagers and young adults that blends engaging content with effective technology. The course emphasises practical language use, cultural understanding and, naturally, interactive learning. Discover how it equips students with the skills necessary for the 21st century!

#### 12.30 – 13.20 "HAPPYTOONS" FOR JUNIOR CLASSES: LEARNING HAS JUST BECOME CARTOONISHINGLY FUN-TASTIC!



HappyToons, our brand-new Junior Course, turns learning into a FUN-tastic experience, featuring creative storytelling that instils essential values in young learners! Rooted on STEAM Education, our series integrates authentic documentary-style videos and captivating 3D illustrations and video animations to bring lessons to life and make every concept memorable. Join an inspiring learning adventure fostering empathy, teamwork and creativity, integrated into our *Express Digibooks* platform. "EXPRESS DIGIPLUS": ADAPTIVE LEARNING

#### WITH THE POWER OF ARTIFICIAL INTELLIGENCE!

Harnessing the power of Artificial Intelligence, *Express DigiPlus* ensures an adaptive learning journey, creating tailor-made lessons, unique for each individual learner's needs and goals. Through a dynamic learning experience enriched with gamification elements, it offers structured tasks, targeted feedback and a chance to use in-class time more effectively. "4MINDS": LEARNING FOR THE REAL WORLD!

*4MINDS* is a multi-level language course designed to equip learners with essential 21st-century skills such as creativity, collaboration, critical thinking, public speaking, and digital literacy. The series offers a diverse learning experience through theme-related Grammar and Writing videos, fostering self-directed learning. It emphasises inclusive language use through Mediation tasks and encourages experiential and holistic learning with STEAM activities, preparing learners for real-world challenges. *Jenny Dooley, Author, EXPRESS PUBLISHING* 

At the end of your visit, for environmental reasons, you are kindly requested to **LEAVE YOUR BADGE** in the designated boxes placed at the exit of the exhibition.

## Sirocco

13.30 - 13.55



#### ΚΙΝΔΥΝΟΙ ΚΑΙ ΟΦΕΛΗ ΤΟΥ ΕΚΠΑΙΔΕΥΤΙΚΟΥ FRANCHISE (ΠΩΣ ΝΑ ΑΥΞΗΣΩ ΤΟ ΠΕΛΑΤΟΛΟΓΙΟ ΜΟΥ)

**Μερκούριος Τουρλής,** Διευθύνων Σύμβουλος Education Business Consulting, Υπεύθυνος Marketing και Ανάπτυξης Δικτύου Ομίλου ΚΞΓ Hello, Καθηγητής, Ιδιοκτήτης ΚΞΓ, HELLO EDUCATION

Αν είσαι εκπαιδευτικός και προβηματίζεσαι για το αν πρέπει να επενδύσεις σε μία εκπαιδευτική επιχείρηση και η σκέψη σου σε έχει οδηγήσει να απευθυνθείς σε κάποιο εκπαιδευτικό franchise, πριν πάρεις την τελική σου απόφαση μάθε για τα οφέλη και τους κινδύνους. Αν έχεις ήδη Κέντρο Ξένων Γλωσσών και θεωρείς πως σε έχει απορροφήσει ο ρόλος του εκπαιδευτικού, έλα να σου δείξουμε τον τροπο με τον οποίο θα κινηθείς ώστε να αυξήσεις το πελατολόγιο σου και να κάνεις το κέντρο σου μία εύρωστη οικονομικά επιχείρηση.

#### 14.00 - 14.25



#### "SPARK" UP YOUR CLASSROOMS WITH NATIONAL GEOGRAPHIC LEARNING

BURLINGTON "VTEST" FOR SCHOOLS

Mona Siksek, ELT Sales Team Co-ordinator, Thessaloniki, Northern Greece & Thessaly, NATIONAL GEOGRAPHIC LEARNING

Through our new *SPARK* platform, teachers and students can access a number of digital teaching and learning tools. *SPARK* up your classrooms and make your life easier with these new online offerings.

#### 14.30 - 14.55



#### Natasha Polysaki-Kallistratou, Marketing Manager, Northern Greece, BURLINGTON BOOKS

Redefine success for your young learners! This powerful educational tool uses state-of-the-art adaptive testing technology to assess the four language skills in a fun, student-friendly and motivating way. Students receive personalized feedback to enable teachers to identify strengths, measure progress and set goals.

15.00 - 15.50
Professional
Presentation

#### #LetMeepleTalk: BE CREATIVE WITH BOARD GAMES IN A CLASSROOM Dr. Athanasios Karasimos, Assistant Professor, ARISTOTLE UNIVERSITY OF THESSALONIKI

This presentation delves into leveraging multi-genre board games for comprehensive language learning, bridging language pedagogy and CLIL. We propose a framework integrating language skills, board game genres, and constructivist learning principles. This approach fosters creativity, critical thinking, and collaborative skills, enhancing language acquisition.

# **International Publishers Exhibition**

## Zephyros

13.30 - 13.55



#### "ECCE" & "ECPE" LISTENING PART 2: HOW TO DEAL WITH TALKS George Afouxenidis, Academic Coordinator, HELLENIC AMERICAN UNION

By aligning their preparation with the specified test content and format, students can increase their chances of achieving high scores in the *ECCE* and *ECPE* Listening Part 2. Are you ready for an enlightening presentation?



14.00 - 14.25

#### "LISTENING AND SPEAKING": INTRODUCING THE VERY BEST IN MODERN CLASSROOM PRACTICE WITH FIRST-HAND KNOWLEDGE OF THE CHALLENGES STUDENTS FACE! Cliff Parry, Responsible for Teaching Centres in Greece for the British Council,



Cliff Parry, Responsible for Teaching Centres in Greece for the British Counc EXPRESS PUBLISHING Come along and find out how to improve the listening and speaking

skills of your students from A1 to B1 level!

#### 14.30 - 14.55



#### **TEACHING HAPPINESS IN THE AI ERA**

Despina Mallidou, BA, R.S.A. Dip., Master NLP in Education, MSc Positive Psychology, EXPRESS PUBLISHING Al can surely facilitate the work of educators. One of the things it cannot do though, is teach Well-being. By prioritizing the holistic development of students, we can create a positive educational experience that prepares them for a fulfilling sand successful future. Attendees will leave the talk equipped with practical strategies, resources, and activities that can be implemented immediately to enhance well-being and happiness in their classrooms.

15.00 - 15.50

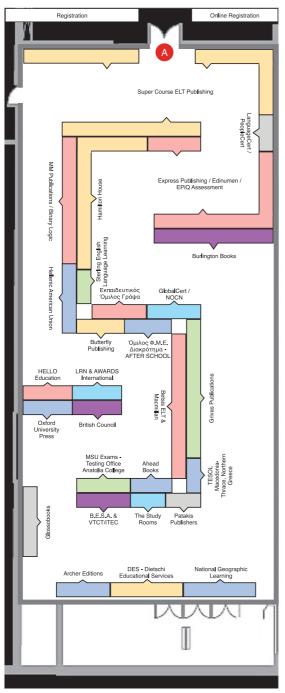
#### Professional Presentation



#### UNDERSTANDING SEL (SOCIAL-EMOTIONAL LEARNING): A FOUNDATION FOR LIFELONG SUCCESS FOR ENGLISH LEARNERS AT BOTH PRIMARY (A1-A2) AND SECONDARY (B1-C1) LEVEL

**Natassa Manitsa**, Speaker, Teacher, Trainer, Owner of EduMarketing Agency, BETSIS ELT & MACMILLAN EDUCATION

Andrew Betsis, Author, Publisher, BETSIS ELT & MACMILLAN EDUCATIONN This presentation explores real-life scenarios, prompting participants to reflect on their responses. The core components of SEL - Self-Awareness, Self-Management, Social Awareness, Relationship Skills, and Responsible Decision Making - are highlighted as essential skills for navigating life's challenges. SEL is portrayed as a crucial foundation for developing the knowledge, attitudes and skills needed to understand, manage emotions, foster positive relationships and make responsible decisions.



Exhibition Area: Maistros A & B The MET Hotel Thessaloniki

### Spring '24 Thessaloniki IPE

A = Entrance and Exit

# 10 Κέντρα Ξένων Γλωσσών σε 2 χρόνια



A Great Place to Dream A Great Place to Build!

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215 000 4040 / 22940 25955 Επικοινώνησε τώρα μαζί μας

### Sirocco

16.00 - 16.50

Professional

Presentation

#### **EMPOWER YOUR JUNIOR STUDENTS** WITH "LEARNING TO LEARN" TECHNIQUES

Sarah Smith. Senior Teacher Trainer. Co-founder & Co-editor of eltonix. BURLINGTON BOOKS



The importance of teaching children how to learn is now universally recognized in curricula around the world. How can we implement this methodology in the junior classroom? In this enjoyable and practical talk, we will show you how you can promote learner awareness and responsibility in fun, age-appropriate ways.

18.00 - 21.00 Workshop

#### **"EDUTAINMENT-ING" YOUR COURSE BOOK!**

Myrsini Verdoukas, Professional Educator, Teacher Trainer, Author, DoS EXPRESS PUBLISHING, DES - DIETSCHI EDUCATIONAL SERVICES For more details see Page 18.

Access to the exhibition and seminar rooms will be permitted only to **REGISTERED** visitors wearing their name badge.

To save time register online at: www.ip-exhibitions.eu

#### Special offer to visitors of the IPE

The MET Hotel offers out-of-town visitors to the exhibition special room rates (Single Room  $\notin$  130, Double Room  $\notin$  140). All rooms are equipped with A/C, TV and minibar. For reservations contact Tel. 2310 017000. To obtain special rates please state that you are a visitor of the IPE when making your reservation.

# **ATHENS IP EXHIBITION Divani Caravel Hotel**

Saturday 13 April 2024 Sunday 14 April 2024 10.00 - 18.00

10.00 - 17.00

# International Publishers Exhibition

### Zephyros

16.00 - 16.50

#### Professional Presentation



# CULTIVATING EMOTIONAL INTELLIGENCE IN THE CLASSROOM: ACTIVITIES & TASKS TO BUILD SOCIAL AND EMOTIONAL SKILLS IN THE EFL CONTEXT

Nancy Katsikari, LanguageCert Academic Consultant SEE, LANGUAGECERT - PEOPLECERT

Can emotional intelligence be cultivated in the EFL context? How can we foster a supportive learning environment by handling our students' and our own emotions? This presentation explores the role emotional intelligence plays in the classroom and how we can help our students cultivate emotional and social competencies, such as self-awareness, motivation, self-regulation, empathy, and adeptness.

17.00 – 17.50 Professional Presentation

#### TEACHING SPEAKING SKILLS: CHALLENGES AND OPPORTUNITIES

The board of TESOL MTH/NG 2022-2024 is going to wave goodbye to the audience of the Thessaloniki IP with a training session that takes participants through the stages of organising a carefully balanced speaking diet to cultivate the culture of speaking in class. The session will give specific guidelines on how to engage Ls, use drama techniques and pay focused attention on phonological issues.

Maria-Araxi Sachpazian, Chair, Teacher, Teacher Trainer, Owner Input on Education, Lecturer CITY College Vicky Papachristou, Vice Chair, Teacher, Lecturer CITY College Antigoni Melidonioti, Secretary, Teacher, Teacher Trainer, School Owner, Oral Examiner

Tanya Livarda, Member, Teacher, Teacher Trainer, Oral Examiner Maria Polychrou, Member, Teacher, Teacher Trainer, Owner of English Drama MicroSchool

TESOL MACEDONIA-THRACE, NORTHERN GREECE



 
 18.00
 TESOL MACEDONIA - THRACE, NORTHERN GREECE ANNUAL GENERAL MEETING

 Annual General
 TESOL MACEDONIA - THRACE, NORTHERN GREECE

 Meeting
 TESOL Macedonia - Thrace, Northern Greece is inviting its members and future members to the Annual General Meeting.



www.expresspublishing.co.uk

🙊 elt@expresspublishing.gr 🛛 🏶 www.expressdigibooks.com





146-148 Kountouriotou, 18535 Piraeus Tel: 210 413 3810 www.afterschool.academy



Ahead Books 3 Sevron, 12133 Peristeri Tel: 210 573 3900 www.aheadbooks.com



#### Archer Editions

19 Agiou Dimitriou, 17343 Agios Dimitrios Tel: 210 556 1920, -1 <u>www.archereditions.com</u>



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Best Educational Services & Assessment (B.E.S.A.) 1 Santaroza, 10564 Athens Tel: 210 324 1183 <u>https://besa.edu.gr</u>



Betsis ELT & Macmillan Education 31 Pyrgou, 18542 Piraeus Tel: 210 492 0871 www.andrewbetsiselt.gr

Tel: 210 413 7919 www.areimanio.gr



#### Binary Logic

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#### **Burlington Books**

Capital Trade Center, Laertou 22, 55535 Pylea Tel: 2310 477 150 www.burlingtonbooks.com



#### Butterfly Publishing Valtetsiou & Tripoleos, 41335 Larissa Tel: 2411 114 006 www.butterfly.edu.gr

DES Dietschi Educational Services DES - Dietschi Educational Services 5 Chariton, 17564 Paleo Faliro Tel: 211 715 7375 www.des.org.gr



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(Δ) ΔΙΔΚΡΟΤΗΜΑ

#### Edinumen 9 MacMillan, 11144 Athens Tel: 210 212 0800 www.edinumen.es



EPIQ Assessment 53 Ilia Zervou, 11144 Athens Tel: 210 201 4637 http://epigassessment.org



Express Publishing 9 MacMillan, 11144 Athens Tel: 210 212 0800 www.expresspublishing.gr



GlobalCert / NOCN 108 Solonos, 10681 Athens Tel: 210 330 0010 www.examsesol.gr



#### Glossobooks

64 Leontariou & Galinis, Kantza, 15351 Pallini Tel: 210 665 8521 www.glossobooks.com



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Crivas Publications 3 Irodotou, 19300 Aspropyrgos Tel: 210 557 3470 www.grivas.gr

**Hellenic American Union** 

14 Fragon, 54626 Thessaloniki

Tel: 2310 557 600 www.hau.gr



Hamilton House 7 Nymfon, 16672 Vari Tel: 210 962 6166 www.hamiltonhousepublishers.com





Hello Education 1 Stratou Antoniadi & Evoikou, 19009 Rafina Tel: 22940 25 955 www.helloeducation.gr



International New York Times - Kathimerini 2 Falireos & Ethnarchou Makariou, 18547 Neo Faliro Tel: 210 480 8224 inytk@ekathimerini.com





# ROGRAMM





# SUNDAY 7 APRIL 2024, 18.00-21.00 THE MET HOTEL, SIROCCO ROOM

# **"EDUTAINMENT-ING" YOUR COURSE BOOK!**

A practical 3-hour workshop exploring hands-on activities on how to efficiently use this unique teaching approach with your students from pre-primary to advanced levels.

This workshop enables you to comprehend how to efficiently implement this teaching approach, how to create your own material and also to experience the emotional benefits of this amazing way of teaching.



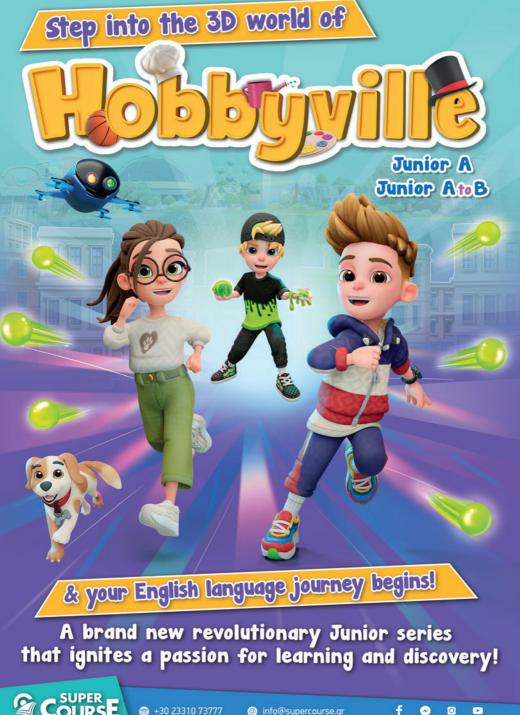
**Myrsini Verdoukas** is a professional educator, teacher trainer and author with more than 30 years of experience. As a passionate director of studies of two award-winning and innovative schools on the islands of Paros and Antiparos, she has impacted language education all around Greece and Cyprus. Her unique experiential approach 'Myrsini's Edutainment' is now shared in her recently-published books and now her workshops on Myrsini's Edutainment and Myrsini's Village are spreading rapidly. Myrsini believes that the language learning experience should be connected with the promotion of respect, values and hands-on experience.

Since the number of participants is limited please book your seat as early as possible at **www.des.org.gr** 

# DES - Dietschi Educational Services

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www.supercourse.gr

ELT PUBLISHING

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