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## Creating the right impression

**When:** Saturday, 27<sup>th</sup> February 2021, 2:00pm  
**Where:** online

Impression management is about how we seek to look and sound good when we interact with other people. Successful communicators know how to do this, and use specific language and techniques in order to create the right impression.

The workshop will be in two parts. First we will examine what we mean by impression management and look at its relevance to us in our own roles as teachers. What techniques can we use to make sure that we give the right impression as we interact with our clients, colleagues and learners? Second, we will look at activities which we might adapt for use in our own teaching contexts, and consider whether or not teaching such impression management skills and language is part of our role as language teachers.



Evan is a British freelance trainer, teacher trainer and author based in Berlin, Germany. He has been active in Business English and English for Specific Purposes since 1993, mostly in the corporate sector. A keen supporter of teacher associations, he has been chair of his local association (ELTABB), as well as coordinator of IATEFL BESIG, an international community of Business English teachers. Evan is a frequent speaker at conferences, and (before COVID-19) used to travel regularly in Europe and Asia to run courses or to work as a consultant. He has authored or co-authored around 30 books, the

most recent of which is *The 6 Principles for exemplary teaching of English learners: Academic and other specific purposes* (TESOL, 2020). You can find more information at [www.e4b.de](http://www.e4b.de).

Register for the event by sending an email to [events@elta-rhine.de](mailto:events@elta-rhine.de) or via the Doodle link on Slack. The registration deadline is Wednesday, 24<sup>th</sup> February 2021.

