

# Exhibition Guide

## Language World 2010



## Building on Firm Foundations - *Steps To Success*



Supported by



**ALL****STAND 64**

University of Leicester, Leicester Road, LE1 7RH  
 Telephone: 0116 229 7453  
 Email: [info@all-languages.org.uk](mailto:info@all-languages.org.uk)  
 Web address: [www.all-languages.org.uk](http://www.all-languages.org.uk)  
 Contact: Linda Parker



ALL is your national subject association. Find out what we do and how to get involved. You'll be able to speak to our advisers on the LinkedUp teacher award scheme. If you have a great idea for a collaborative languages project developed by a teacher network come and find out how we can fund and support you!

**AQA****STAND 12**

AQA MFL Dept, 31-33 Springfield Avenue,  
 Harrogate HG1 2HW  
 Telephone: 01423 534381  
 Email: [mfl@aqa.org.uk](mailto:mfl@aqa.org.uk)  
 Web address: [www.aqa.org.uk/qual/lang\\_gate.php](http://www.aqa.org.uk/qual/lang_gate.php)  
 Contact: AQA MFL



AQA offers qualifications in Modern Foreign Languages, from ELC through GCSE to GCE. We also offer The Foundation Certificate of Secondary Education (FCSE), which bridges the gap between ELC and GCSE. In addition to the "mainstream" languages, we offer qualifications in Bengali, Chinese, Modern Hebrew, Panjabi, Polish and Urdu

**ASSET LANGUAGES****STAND 28**

1 Hills Road, Cambridge, CB1 2EU  
 Telephone: 01223 553998  
 Email: [general.qualifications@ocr.org.uk](mailto:general.qualifications@ocr.org.uk) or [assetlanguages@ocr.org.uk](mailto:assetlanguages@ocr.org.uk)  
 Web address: [www.ocr.org.uk](http://www.ocr.org.uk) or [www.assetlanguages.org.uk](http://www.assetlanguages.org.uk)

Asset Languages is a unique assessment scheme which celebrates the successful progression of young language learners. Asset builds confidence by rewarding progress step by step, in 25 languages. Visit us to find out about the different ways that Asset offers support, including the new KS2 progression pack, Making and Marking Progress.

**Bamboo Learning****STAND 48**

26 Birling Avenue, Bearsted,  
 Kent, ME14 4AT  
 Telephone: 07980 703460  
 Email: [pete@bamboolearning.co.uk](mailto:pete@bamboolearning.co.uk)  
 Web addresses: [www.bamboolearning.co.uk](http://www.bamboolearning.co.uk) / [www.thechinesestaffroom.com](http://www.thechinesestaffroom.com)  
[www.mandarama.com](http://www.mandarama.com)  
 Contact: Peter Goodman

Working in partnership with CILT, Bamboo Learning is developing the KS2 Mandarin Chinese Scheme of Work. Come to the presentation on Friday. Ask about different ways of sourcing trained native Chinese teachers and how best to work with them. With free KS2 resources to support the Scheme, come for a chat to become informed.

**BBC Active****STAND 36**

Mezzanine, 80 Strand, London, WC2R 0RL  
 Telephone: 020 7010 2710  
 Email: [BBCActive.languages.admin@pearson.com](mailto:BBCActive.languages.admin@pearson.com)  
 Web address [www.bbcactivelanguages.com](http://www.bbcactivelanguages.com)  
 Contact: BBC Active Languages Team



BBC Active has a long history of providing language teachers with enjoyable and engaging teaching material. From our classic long courses to our bestselling Talk series, we cater for all your teaching needs. Come to stand 36 to find out more.

**CILT, the National Centre for Languages****STAND 22**

111 Westminster Bridge Road,  
 London, SE1 7HR  
 Telephone: 0845 612 5885  
 Email: [info@cilt.org.uk](mailto:info@cilt.org.uk)  
 Web address: [www.cilt.org.uk](http://www.cilt.org.uk)

Come to the CILT stand for information on our CPD opportunities and programmes supporting language learning. We have a 15% discount on our publications, including on our brand new resources for primary, Tools for Schools.

**CME Books Europe (Chinese Resources)****STAND 34**

33 Lakin Road, Warwick, CV34 5BU  
 Telephone: 0870 3830042  
 Email: [sales@cme4europe.co.uk](mailto:sales@cme4europe.co.uk)  
 Web address: [www.chinesemadeeasy.co.uk](http://www.chinesemadeeasy.co.uk)  
 Contact: Amanda Lee

Leading distributor of Mandarin Chinese language & cross-curricular materials for schools and individuals, from primary to GCSE/AS /IB Lang B. New resources include graded Chinese readers, activity books, games, multimedia courseware (IQ Chinese), "Celebrating Chinese Festival" series, calligraphy supplies and Magic Water Paper – ideal for NO MESS character writing practice!

**ConnectED Education****STAND 20**

PO Box 54946, London, W3 7YU  
 Telephone: 0844 800 9375  
 Email: [vcardwell@connectededucation.com](mailto:vcardwell@connectededucation.com)  
 Web address: [www.connectededucation.com](http://www.connectededucation.com)  
 Contact: Vanessa Cardwell



ConnectED, UK distributor for digital language laboratory SONY Virtuoso. Already the digital language lab of choice in hundreds of UK schools, colleges and universities. SONY Virtuoso is the complete language lab solution which allows access on site, across campus, between sites and from home. "The Language Lab of the Future" TES

**Consejería de Educación, Embajada de España****STAND 24**

20, Peel Street, London W8 7PD  
 Telephone: 020 7727 2462  
 Email: [info.uk@educacion.es](mailto:info.uk@educacion.es)  
 Web address: [www.educacion.es/exterior/uk](http://www.educacion.es/exterior/uk)  
 Contact: Isabel Mateos

The Consejería de Educación is the Education Department of the Spanish Embassy in the UK and represents the Spanish Ministry of Education. We seek to promote and support the teaching of Spanish language and culture through several programmes and services available to schools across the UK.

**Coomber****STAND 32**

Brindley Road, Warndon, Worcester WR4 9FB  
 Telephone: 01905 342070  
 Email: sales@coomber.co.uk  
 Web address: www.coomber.co.uk  
 Contact: sales

In many schools, a "Coomber" is a valuable classroom resource. At the exhibition we will be displaying our new Audio Recorders (record to USB flash drive, memory or CD). Great recording quality - and a cue feature to help you find any point of a recording with ease. They're amazing!

**Diploma in Languages and International Communication****STAND 22**

C/o GoSkills, Concorde House, Trinity Park, Solihull, B37 7UQ  
 Email: info@diploma-in-languages.co.uk  
 Web address: www.diploma-in-languages.co.uk

Find out about the Diploma in Languages and International Communication - an exciting new qualification for students aged 14 to 19, due to be launched in schools from 2011. Blending theory and practice, this Diploma shows how languages can be applied at work and leisure - bringing language learning to life.

**Discovering Language****STAND 41**

Association of School and College Leaders, 130 Regent Road, Leicester, LE1 7PG  
 Telephone: 01480 398082  
 Email: peter.downes@cambridgeshire.gov.uk  
 Web address: www.ascl.org.uk  
 Contact: Peter Downes

Come to stall 41 and hear how primary schools are developing multi-lingual language awareness by using the 'Discovering Language' approach - six different languages over Years 3 - 6. Taught by the class teacher, laying a good foundation of Knowledge About Language and Inter-cultural Understanding, it fits ideally into the new domain of 'English, communication and languages'.

**Edexcel****STAND 4**

One90 High Holborn,  
 London, WC1V 7BH  
 Web address: www.edexcel.com



Edexcel offers a wide range of language qualifications with expert guidance for teachers, as well as a comprehensive support package that includes a dedicated Subject Advisor, online community, Controlled Assessment Support Service, ResultsPlus - our online results analysis tool, and top quality resources. To find out more, visit us at stand 4!

**European Commission****STAND 60**

European Commission  
 Representation in the United Kingdom  
 8 Storey's Gate, London SW1P 3AT  
 Telephone: 0044-20 7973 1939  
 Email: Judith.Schilling@ec.europa.eu  
 Website Address: http://ec.europa.eu/unitedkingdom/index.htm  
 Contact: Judith Schilling



Come to the European Commission stand for your free resources. There will be posters, maps and booklets, some with stickers for younger pupils, to make learning more about Europe great fun. The free resources can be ordered at Language World in class sets for your school.

**European Schoolbooks Ltd****STAND 58**

The Runnings, Cheltenham,  
 GL51 9PQ  
 Telephone: 01242 245252  
 Email: direct@esb.co.uk  
 Web address: www.eurobooks.co.uk  
 Contact: Ruth Trippett

**EUROPEAN SCHOOLBOOKS LIMITED**

European Schoolbooks Ltd, together with our London subsidiaries, The European Bookshop and The Italian Bookshop is the UK's leading specialist retailer of resources in European languages. Representing many major European publishing houses in the UK we offer a vast range of resources for learners of all ages in French, German, Italian, Spanish, Russian and Portuguese.

**EuroTalk****STAND 46**

315 - 317 New Kings Road, London, SW6 4RF  
 Telephone: 020 7371 7711  
 Email: education@eurotalk.com  
 Web address: www.eurotalk.com  
 Contact: Katie Wong

EuroTalk publishes a popular series of software titles for language learning. Our CD-ROMS focus on teaching and practising speaking and listening skills in a fun and entertaining way. EuroTalk's networking software, LanguageLab, allows you to run any title on a school network, track students' progress, view and print records.

**Goethe-Institut London****STAND 42**

50 Princes Gate, Exhibition Road,  
 London, SW7 3HY  
 Telephone: 0207 596 4000  
 Email: info@london.goethe.org  
 Web address: www.goethe.de/london  
 Contact: Karl Pfeiffer



Goethe-Institut London offers German courses for all levels, intensive courses throughout the year, a choice of courses at centres in Germany, support and information for teachers of German, and a wide range of cultural activities - films, exhibitions, seminars - both at the institutes and in cooperation with its British partners.

**Grant & Cutler****STAND 14**

55-57 Great Marlborough Street, London W1F 7AY  
 Telephone: 020 7734 8766  
 Email: am@grantandcutler.com  
 Web address: www.grantandcutler.com  
 Contact: Amira Mitchell-Karam

Grant & Cutler is the UK's largest foreign-language bookseller, established in 1936. We specialize in French, German, Spanish, Italian, Polish, Portuguese and Russian, but cover all of the world's languages. We are displaying a wide range of books and other material and will be giving away copies of our catalogues.



# Language World Prize Draw Saturday 27 March

Win £2,000 of language  
resources!

You could win £**2,000** of language resources for your institution by visiting these four exhibitors and getting your entry form stamped. The Competition form will be in your delegate bag, all you have to do is complete it and drop it off at the ALL stand number 64.

**Stand 46**



**Stand 40**



**Stand 2**



**Stand 72**



*Prize Draw and Exhibitor List*

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# Exhibition Floorplan



Language World 2010 at THE UNIVERSITY *of York*

*Exhibition Floorplan*



**Heinemann****STAND 2**

Pearson, Halley Court, Jordan Hill,  
Oxford, OX2 8EJ  
Telephone: 01865 314405  
Email: rachel.addis@pearson.com  
Web address: www.pearsonschools.co.uk/mfl  
Contact: Rachel Addis



Heinemann is dedicated to publishing an extensive range of high-quality French, Spanish, German and Chinese resources for modern languages teachers. Come to the Heinemann stand to find out more about our new KS3 French course, Studio and ActiveTeach, our exciting front-of-class teaching software available for our range of dedicated Edexcel, AQA and OCR GCSE resources.

**Hodder Education****STAND 40**

338 Euston Road, London NW1 3BH  
Telephone: 01235 827720  
Email: education@bookpoint.co.uk  
Web address: www.hoddereducation.co.uk  
Contact: Arti Sharma



Hodder Education is the No. 1 A level Languages publisher. Come to our stand and be wowed by our unique Dynamic Learning technology for French, Spanish and German. Highlights for 2010 include new editions of our bestselling Advanced Level Vocabulary series.

**iLanguages Ltd****STAND 68**

Lowfield House, Dan Lane, Bradford, BD13 2RL  
Telephone: 0845 652 0371  
Email: hello@ilanguages.co.uk  
Web address: www.ilanguages.co.uk  
Contact: Karen Foster

Looking for new ways to motivate and engage your pupils? We provide full schemes of work with all resources or themed packs, such as art and fair trade. Our Schemes of Work for the NVQ in business languages, used in over 200 schools, improving motivation and uptake at KS4.

**Language Networks for Excellence****STAND 6**

Room PA107, Wolverhampton Science Park,  
Glaisher Drive, Wolverhampton, WV10 9RU  
Telephone: 01902 518909  
Email: networks4excellence@wlv.ac.uk  
Web address: www.language networks4excellence.org.uk  
Contact: Amy Allen

Language Networks for Excellence is a "one-stop shop" for all your language needs, providing teaching resources, Examinations and training events for teachers. We have developed a brand new Business Mandarin resource and examination centre and are working collaboratively with ICAAE, the Awarding Body, who offer innovative curriculum and assessment programmes.

**Lexus Ltd****STAND 66**

60 Brook Street, Glasgow, G40 2AB  
Telephone : 0141 556 0440  
Email: peterterrell@lexusforlanguages.co.uk  
Web address: www.lexusforlanguages.co.uk  
Contact: Peter Terrell

Lexus has expanded the Chinese Classroom with a CD-ROM - Read, Listen and Speak - combining vocab building, character recognition and pronunciation coaching. Voice recognition software assesses and grades the user's spoken Chinese. Come and try yourself! Lexus also publishes pocket phrasebook/dictionaries - ideal for school trips or end-of-term prizes.

**Lighthouse Professional Development****STAND 70**

Waterside House, Basin Road North, Hove, E Sussex BN41 1UY  
Email: info@lighthouse.tv  
Web: www.lighthouse.tv

This summer term we are running 20 unique and practical CPD courses for Modern Foreign Languages Teachers at great hotels venues around the country. For information about these courses as well as the Leadership, Pastoral Care and SEN training events we have scheduled, please visit Stand 70.

**Linguascope****STAND 16**

189 Colchester Road, West Bergholt, Essex CO6 3JY  
Telephone: 01206 242473  
Email: peter@linguscope.com  
Web address: www.linguascope.com  
Contact: Peter Hughes

www.linguascope.com is an award winning language software tool, designed to support teachers with modern foreign language teaching. Our software covers the languages of French, Spanish, German, Italian and English for levels from KS1 up to and including KS4 and we also offer incentives, posters, language aids and many other products.

**Links into Languages****STAND 30**

Links into Languages, Subject Centre LLAS,  
University of Southampton, Avenue Campus,  
Highfield, Southampton SO17 1BJ  
Telephone: 023 8059 9391  
Email: linksintolanguages@soton.ac.uk  
Web address: www.linksintolanguages.ac.uk  
Contact: Mandy Jeffrey / Jo Shelton



Links into Languages provides high quality professional development courses that address current national priorities for languages. Based in each of the nine English regions, Links offers a nationally co-ordinated network of support centres, which house a training and drop-in centre for meetings, networking and access to resources.

**MYLO****STAND 26**

CILT, 111 Westminster Bridge Road, London, SE1 7HR  
Telephone: 0845 612 5885  
Email: info@hellomylo.com  
Web address: www.hellomylo.com

MYLO is an innovative new free web-based language learning resource of computer games and challenges for students from 14 to 16. Come to our stand to try MYLO yourself and see how it can help in your language class!

## OCR STAND 28

1 Hills Road, Cambridge,  
CB1 2EU  
Telephone: 01223 553998  
Email: [general.qualifications@ocr.org.uk](mailto:general.qualifications@ocr.org.uk)  
Web address [www.ocr.org.uk](http://www.ocr.org.uk)

OCR is a leading UK awarding body committed to recognising educational and training achievements. Our broad portfolio includes a variety of qualifications such as GCSEs, A Levels, OCR Nationals and NVQs. By reflecting the requirements of business, industry and higher education these nationally-recognised qualifications provide enhancement and enrichment to learners of all ages and abilities.

## Oxford University Press STAND 56

Education Division, Great Clarendon Street,  
Oxford OX2 6DP  
Telephone: 01865 353915  
Email: [katie.beasley@oup.com](mailto:katie.beasley@oup.com)  
Web address: [www.oxfordsecondary.co.uk](http://www.oxfordsecondary.co.uk)  
Contact: Katie Beasley



Do you have KS3 students working at Levels 1-3? If yes, then you must visit the Oxford stand (56) to see Clic Access, the only KS3 programme that fully supports these students. And whilst you're there, grab a dictionary bargain - all approved by QCDA for use in Controlled Assessments!

## Revilo STAND 72

PO Box 71, Winchester, SO23 1ZE  
Telephone: 01962 714520  
Email: [oliver@revilolang.com](mailto:oliver@revilolang.com)  
Web address: [www.revilolang.com](http://www.revilolang.com)  
Contact: Oliver Gray

This year, we are launching our new, much-requested interactive A-level software for reading and listening practice. CARTE BLANCHE PLUS and KARTEL-PLUS replace their best-selling laminated card predecessors, while EUROLAB ESPANOL PLUS is the companion to its popular French and German equivalents. Come and visit us for free samples and a noggin of schnapps.

## Sanako UK Ltd STAND 50

Beech House, Woodland Park,  
Bradford Road, Bradford,  
West Yorkshire, BD19 6BW  
Telephone: 01274 863 380  
Email: [ukenquiries@sanako.com](mailto:ukenquiries@sanako.com)  
Web address: [www.sanako.co.uk](http://www.sanako.co.uk)  
Contact: Emma Butcher



SANAKO provide a range of 'digital language labs' that provide motivating environments for learners. Through our Tandberg Educational brand we enjoy a reputation for innovation in language teaching, delivering solutions that extend to every classroom and beyond, supporting learning at home, in partner schools, or even on the move!

## Televic Education STAND 18

Televic UK, Trident One, Styal Road, Manchester M22 5 XB  
Telephone: 0870 7744 276  
Email: [d.minta@televic.com](mailto:d.minta@televic.com)  
Web address: [www.televic.com](http://www.televic.com)  
Contact: Dicken Minta

Founded in 1946, Televic Education are suppliers of digital language labs, e-assessment tools and interpreter training systems. Televic have over 50 years experience working with educational institutions and language centres across the world with educational solutions incorporating high-end multimedia, wireless and web-based technologies.

## TTS Group STAND 43

Park Lane Business Park, Kirkby-in-Ashfield, Notts, NG17 9GU  
Telephone: 0800 318 686  
Email: [ctyler@tts-group.co.uk](mailto:ctyler@tts-group.co.uk)  
Web address: [www.tts-shopping.com](http://www.tts-shopping.com)  
Contact: Claire Tyler

TTS specialise in providing a wide range of educational, interactive and 'hands on' resources to make delivering primary languages fun in the classroom. From language based games, Schemes of Work, singing resources, talk balls, rewards, dictionaries and storybooks; we have a full range suitable from Early Years to KS3.

## Vocab Express STAND 10

Alpha Initiatives Ltd, The Courtyard,  
Evelyn Road, London, W4 5JL  
Telephone: 020 8987 2671  
Email: [justin@alphainitiatives.com](mailto:justin@alphainitiatives.com)  
Web address: [www.vocabexpress.com](http://www.vocabexpress.com)  
Contact: Justin Sycamore



Vocab Express is an engaging online vocab learning application which minimises the workload of teachers in maintaining vocab lists and testing students on their vocab knowledge. Exam board and text book vocab lists are pre-loaded and pre-categorised ready for easy teaching.

## WJEC STAND 44

245 Western Avenue Cardiff CF5 2YX  
Telephone: 029 20 265 045  
Email: [Jean.rawlings@wjec.co.uk](mailto:Jean.rawlings@wjec.co.uk)  
Web address: [www.wjec.co.uk](http://www.wjec.co.uk)  
Contact: Jean Rawlings

WJEC is the main awarding body for Wales but also has many examination centres in England. The success of WJEC lies in its service and examination provision and in the accessibility of its office personnel. An extensive Inset programme is delivered by chief and principal examiners.



*Language World 2010 Exhibitors*

# Special Offers...

## **BBC Active**

BBC Active is offering 30% off all orders placed at Language World **Stand 36**

## **CME Books Europe**

10% discount off all products purchased/orders placed at the conference. PLUS Free prize draw to win Mandarin textbook and work book of your choice from 'Chinese Made Easy for Kids', 'Chinese Made Easy' or 'Easy Steps to Chinese' series OR Set of "Celebrating Chinese Festival Series" **Stand 34**

## **ConnectED Education**

Come to our stand and enter our FREE PRIZE DRAW. Tell us how you would use CONNECTED BROADCAST in your school, college or university for a chance to win a FREE Broadcast for your establishment. **Stand 20**

## **European Schoolbooks Ltd**

European Schoolbooks Ltd is offering a 15% discount on all orders taken during the Language World Conference. **Stand 58**

## **EuroTalk**

Any EuroTalk title on an unlimited school network for £99 (from £220) **Stand 46**

## **Heinemann**

Heinemann will be giving away some very special STUDIO mouse mats, a must for every language teacher and pupil so make sure you visit our stand to claim yours! **Stand 2**

## **Hodder Education**

Hodder Education is offering 25% discount on all Languages resources and 50 % off dictionaries. **Stand 40**

## **Language Networks for Excellence**

Special 15% discount on all orders placed through the ALL Language World show by quoting a discount code valid up until 01 June 2010 **Stand 6**

## **Lexus Ltd**

Lexus is offering half price for all books bought during the Show. **Stand 66**

## **Links into Languages**

Sign up to the Links into Languages mailing list to be entered into a prize draw for a free place on a Links Core Course of your choice and get your supply cover for this course paid. Return your mailing list card to the Links into Languages Stand (30) at Language World to be in with a chance to win! **Stand 30**

## **Sanako UK Ltd**

Sanako will provide a single user license of its popular Media Assistant Solo free of charge to all delegates who register at stand 50. This can be used for creating digital exercises and recording oral assessments. **Stand 50**