



# INTERACTION IN EDUCATION

Sharm El Sheikh, April 2017

Programme

## DAY 1

**Wednesday April 26, 2017**

Subject to change

08:15 – 09:00	<b>Registration</b>
09:00 – 09:15	<b>Opening Remarks</b> Habib Sayegh, CEO, Sayegh Companies
09:15 – 10:15	<b>Theme 1. Engagement and Interaction for Very Young Learners</b> With special reference to: <ul style="list-style-type: none"> <li>○ Big Fun</li> <li>○ My Little Island</li> </ul> Maggie Makhoulf, Consultant, Educational Research Centre
10:15 – 11:15	<b>Theme 2. Blending Phonics for Reading</b> With special reference to: <ul style="list-style-type: none"> <li>○ York Phonics</li> <li>○ York Super Rory Gold</li> </ul> Rasha Halat, Chairperson of the Education Department, Lebanese International University, Bekaa Campus
11:15 – 11:30	Coffee Break
11:30 – 12:30	<b>Theme 3. Dictionary Games</b> With special reference to: <ul style="list-style-type: none"> <li>○ York Illustrated Dictionary &amp; Workbook</li> <li>○ المنار: القاموس المدرسي الأول الابتدائي ودفتر النشاطات</li> <li>○ المعجم الوسيط في تصريف الأفعال</li> </ul> Ammar Al Sufi, School principal John Bayramian, International Community School Vice Principal May Issa Othman, Academic Director, Smart Education Manahel Ahmad Mahmoud Al Ghaben, Academic Consultant, Smart Education Soad Rafiq Shafiq Keblawi, Arabic Teacher, Arab Model School
12:30 – 01:30	<b>Theme 4. Arabic Reading Scheme</b> القراءة المتدرّجة Khoulood Issa Al Mouallem, Trainer at the Lebanese University-Faculty of Education-Arabic Language Teaching, Curriculum Coordinator at a Private School
01:30 – 02:00	<b>Theme 5. Book-based Activities in Kindergarten</b> Carol Salloum, Consultant, Educational Research Centre Maggie Makhoulf, Consultant, Educational Research Centre
02:00	Lunch

**DAY 2**

**Thursday April 27, 2017**

Subject to change

09:00 – 9:15	<p><b>Opening Remarks</b>          Mohammed Ali, General Manager, Sphinx Publishing          Ahmed Ismail, Director, Pearson</p>
09:15 – 10:15	<p><b>Theme 6. How to Teach Readers</b>          With special reference to Penguin Readers          Rob Dean, International ELT Consultant</p>
10:15 – 11:15	<p><b>Theme 7. Little People Big Ideas</b>          With special reference to Our Discovery Island          Maggie Makhoulf, Consultant, Educational Research Centre</p>
11:15 – 11:30	Coffee Break
11:30 – 12:00	<p><b>Theme 8. Communication Skills</b>          With special reference to Top Notch          Rob Dean, International ELT Consultant</p>
12:00 – 01:00	<p><b>Theme 9. Implementation of IAB in Schools</b>          Joe Ephrem, IAB Operations Manager          Ebrahim Ads, Undersecretary of Academic Affairs, El Ekhaa' Schools – Jeddah          Emadeldin Abou el Rish, Vice Principal - Students Affairs, Al Hussan Schools – Jubail          Jamal Baghdadi, Director of Secondary Education, MEHE Lebanon          Zuhair Shukri Titi, Vice Principal - Academic Affairs, Al Hussan High School – Dammam</p>
01:00 – 02:00	<p><b>Theme 10. Teaching Grammar</b>          With special reference to:</p> <ul style="list-style-type: none"> <li>○ Grammar Time</li> <li>○ Round Up Grammar</li> <li>○ My Grammar Lab</li> </ul> <p>Rob Dean, International ELT Consultant</p>
02:00	Lunch

# PROGRAMME

## DAY 3

**Friday April 28, 2017**

Subject to change

09:00 – 10:00	<b>Theme 11. Differentiated Learning</b> With special reference to ERC Science Dr. Rana Abdullah, Educational Trainer
10:00 – 11:00	<b>Theme 12. Flipped Classroom</b> With special reference to Summit Rob Dean, International ELT Consultant
11:00 – 11:15	Coffee Break
11:15 – 12:15	<b>Theme 13. Language and Culture Investigated, or “Teaching Teens”</b> With special reference to Choices Rob Dean, International ELT Consultant
12:15 – 01:15	Break for Friday Prayer
01:15 – 01:45	<b>Theme 14. Using Videos in the Language Classroom</b> With special reference to: <ul style="list-style-type: none"><li>○ Videos from Choices</li><li>○ My Little Island</li><li>○ Big Fun</li></ul> Maggie Makhoulf, Consultant, Educational Research Centre
01:45 – 02:00	<b>Closing Remarks and Certificates</b>
02:00	Lunch



**Habib Sayegh**

*CEO, Sayegh Companies*

Habib Khalil Sayegh is CEO of Sayegh companies, based in Lebanon with associated companies in more than 18 countries.

Habib Khalil Sayegh graduated from the University of Cambridge in the UK with a Master of Business Administration degree in 1994, a Master of Arts degree in 1990 and a Bachelor of Arts Degree (Hons) in 1987.

At present, the Sayegh group employs over 650 highly-trained personnel. The cornerstone of Sayegh's pride is its famous collection of over 700 dictionaries and encyclopediae, published by Librairie du Liban, founded in 1944 by Habib's father, the late Dr Khalil Sayegh, and his late brother Georges Sayegh. Other major achievements are the York Notes, the number one guides to English literature in the UK, the publication of the superb Ladybird series in Arabic, the Butterfly series, the publication of the complete works of authors of leading Arab literature including Nobel Prize winner Naguib Mahfouz, and others.

Since 1999, Sayegh's contribution to the field of education has increased significantly with the establishment of the Educational Research Center (ERC). ERC participates in a number of projects with governments.

Sayegh is closely associated with the world's leading education company, Pearson. Sayegh and Pearson have an enduring strategic relationship which began in 1945 between the founder Dr Khalil Sayegh and Longman & Green.

In the last five years ERC has launched a number of ambitious Pan-Arab initiatives, the flagship programme of which is the International Arab Baccalaureate (IAB), and has invested heavily in the development of e-learning and e-assessment platforms and materials.



**Ammar Al Sufi**

*School Principal*

Mr Ammar Al Sufi graduated from the Faculty of Civil Engineering, Damascus, Syria, in 1992. However, Mr Ammar also has a deep interest in Arabic language and literature and an interest in education, which drove him to establish a kindergarten and a primary school in Damascus. When he moved to Egypt in 2011, he established Al Awael School.



**Maggie Makhoul**

*Consultant,  
Educational Research Centre*

Maggie Makhoul has extensive experience in the regional educational system, with school advisory skills.

Her 18 years of experience within the educational sector have provided her with in-depth knowledge and competency-based skills. She is currently an Educational Consultant and Trainer for Sayegh within the Middle East, specialising in the delivery of various workshops and hands-on training for educational resources and pedagogy.

In addition, as the former Deputy Director and English Coordinator at the Lebanese French University in Erbil, Kurdistan, Maggie Makhoul coordinated the Ministry of Higher Education's quality procedures, handled faculty evaluations and student advisory as well as defining all Business English course modules, components and resources.



**Rasha Halat**

*Chairperson of the Education Department,  
Lebanese International University,  
Bekaa Campus*

PhD candidate in Applied Linguistics (Critical Discourse Analysis), MA and TD in Teaching English as a Second/Foreign Language and BA in English Language. Chairperson of the Education Department at LIU (Bekaa Campus) and SIT and World Learning Internationally certified trainer. More than 20 years of experience in the field of teaching English to different levels of proficiency, including 12 years of academic experience at the university level teaching future TEFL Teachers. Rasha Halat has worked in a variety of teacher training programs regionally, nationally and internationally (Shaping the Way we Teach English, PCELT, TOT for Teaching English for Young Learners, etc.). During those years of teaching and training, she acquired expertise in various administrative skills, curriculum design and development, teaching methodology and testing.

# PROFILES



**May Issa Othman**

*Academic Director,  
Smart Education*

Mrs. May Issa Othman is a highly experienced educational consultant at the Rama and May institute for Training and Consultation, where she is an owner, supervisor, and specialist. She holds an honorary doctorate in "Assessment and Intervention Techniques of Academic" from The World University, in Delaware, USA, a B.A in English Language and Literature and M.A in Communication Sciences and Disorders from the University of Jordan.

Throughout her long and challenging career she has filled many prominent positions in academies, medical institutes, hospitals, speech and hearing centres, working variously as an academic director, as head of a counselling and assistive learning department, as a supervisor and head of a speech and hearing unit, as a translator and editor, as a senior speech-language pathologist, and as a research and teaching assistant.

She has also participated in many symposiums, training programmes, and workshops.



**Manahel Ahmad Mahmoud Al Ghaben**

*Academic Consultant, Smart Education*

Mrs. Menhal Ahmad Mahmoud Gheben is an educational consultant at "Smart", offering educational services in consultancy and supervision. A double-major graduate of the Arab Open University and the Arab Community College in Amman, Jordan, she has gained a wide and rich experience in the field of education.

She has contributed in the field for many years, working as an Arabic language teacher and coordinator in different schools and for different grade levels; as a trainer for workshops about new educational approaches; as a member of educational committees working on establishing academies, developing curricula and school books, and setting strategic educational plans in schools; and as an expert in preparing educational portfolios.

She has also participated in many educational activities, mainly seminars and workshops, and has conducted studies and research on highly important matters concerning educational strategies, modern educational theories and philosophies, and child behaviour issues.

Mrs. Gheben's achievements have been honoured by many awards throughout her career.



**Rob Dean**

*International ELT Consultant*

## **ELT History: 1994 – date (23 Years)**

### **Qualifications:**

RSA / Cambridge CTEFLA

RSA / Cambridge CELTYL Course in Teaching Young Learners

RSA / Cambridge DTEFLA

International House Approved IHCYL Tutor (Course in Teaching Young Learners)

Cambridge Approved CELTA Trainer and Training Supervisor

Cambridge Approved DELTA Local Supervisor

### **Experience:**

Have taught ages 6 to adult, all levels from beginners to proficiency including business, EAP, ESP, exams (FCE, CAE, CPE, IELTS, BEC, Matura, etc) and 1:1.

### **International House, Opole, Poland (Private Language School) Teacher of English**

### **International House Wroclaw, Poland (Private Language School) Director of Studies.**

### **International House Kuala Lumpur, Malaysia (Private Language School) Director of Studies**

### **International House Wroclaw, Poland Teacher Training Centre Teacher Training Centre Manager and CELTA Trainer:**

Responsible for management and marketing of the centre. Main course tutor on CELTA and IHCYL (Young Learners) courses. Also tutored on CELTA courses in Spain and Slovenia.

### **Pearson Longman Publishers, UK Global Teacher Trainer / Academic Consultant**

Delivering teacher training seminars, workshops, commercial presentations and webinars to teachers on behalf of Pearson Longman.

### **RDTC Rob Dean Training and Consultancy, Wroclaw, Poland International Teacher Trainer and Methodology Consultant**

Delivering ELT training and consultancy services to schools, colleges, universities and publishers worldwide.

### **Additional ELT / Training Activities:**

Regular Presenter of seminars and workshops at major national and international conferences (eg IATEFL, TESOL) Author of numerous articles published in ELT journals around the world. Co-author and illustrator of "Discover Elementary English Grammar" published by MFP publications.



### **Soad Rafic Shafiq Kebabawi**

*Arabic Teacher, Arab Model School*

Mrs. Soad Rafic Shafiq Kebabawi is an Arabic language teacher with a broad range of experience. A double-major graduate of the Arab Open University in Beirut and the Educational Institute for Teachers in Kuwait, she has shared her knowledge and expertise in the field of teaching Arabic language and Islamic Education for non-Arabic speakers among students in Kuwait. She was the head of the Arabic language department in Dubai and she is currently teaching in Arabic Model Schools.



### **Khoulood Issa Al Mouallem**

*Trainer at the Lebanese University-Faculty of Education-Arabic Language Teaching, Curriculum Coordinator at a Private School*

Khoulood Issa Al Mouallem has over 20 years of experience in the field of education, as a teacher of Arabic language and as a school leader in Lebanon and Kuwait. She currently works as a teacher trainer in the Faculty of Education at the Lebanese University.

Mrs Al Mouallem has a particular interest in special education for students with learning difficulties, and ran the Special Education Section at her last school. In recent years, she has also volunteered with Syrian refugees, assisting in relief work, and with the Artisanat Syndicate, helping with training and writing a book about the programme.



### **Mohammed Ali**

*General Manager, Sphinx Publishing*

Before joining Sphinx Publishing Company and the Sayegh family in 1996, Mohammed Ali taught English as a Foreign Language at different levels for 15 years. The experience he gained in teaching is inseparable from his experience in publishing. Mohammed Ali has led and participated in many education conferences in Egypt and abroad. He is a firm believer in the value of education and the importance of teamwork. He has a Master in Business Administration, B Sc. in Accounting, BA in English Language and Literature and BA in Education. All his degrees are from Ain Shams University, Cairo, Egypt.



### **Carol Salloum**

*Consultant, Educational Research Centre*

Carol Salloum has been the Head of Sales and Marketing at Sayegh since 2006. Her responsibilities include supporting company branches all over the region, organising conferences, and participating in major international exhibitions.

Her career at Sayegh began in late 1999, when Mr. Sayegh interviewed her for her very first sales position. Seven years of experience as an English teacher had already equipped her with first-hand knowledge of the needs of the education sector, and she quickly impressed in the role. After three years in Beirut and three in UAE, visiting schools and developing expertise in the region, she was promoted to head of the department.

Carol has a real passion for her work, and enjoys working with clients to deliver great educational materials.



### **Ahmed Ismail**

*Director, Pearson*

Ahmed Ismail is a Country Director at Pearson, the world's leading educational company.

Ahmed received his B.A. degree in English Language and Literature from Faculty of Arts, Cairo University in 1994. After a ten-year journey teaching English as a second language in a number of Arab countries, Ahmed shifted his career to publishing. In 2006 Ahmed joined Pearson as an Educational Consultant for the Gulf and Levant region. Relocated to the Cairo office in 2009, Ahmed covered the North Africa region as a Sales and Marketing Manager until 2014 when he was put in charge of managing Pearson office operations in Egypt.

Ahmed has had a great chance to participate in most of the educational conferences and seminars across the Middle East and Europe.

Ahmed is a strong believer in Pearson's mission, We help people make measurable progress in their lives through learning.

# PROFILES



**Joe Ephrem**

*IAB Operations Manager*

A graduate with a BS in Biochemistry and both a BS and a MS in Chemical Engineering from two prestigious universities in Lebanon, Joe Ephrem started his career path in the world of education in 2011.

Joe first worked as a Junior Editor at the Educational Research Center and was responsible for the G6-12 chemistry books of the Ministries of Education for Syria, Kuwait and other Arab countries. He then enhanced his professional experience by joining the International Arab Baccalaureate (IAB) team in 2013, as an Operations Officer.

Joe now holds the title of Operations Manager, coordinating the implementation of the baccalaureate in many schools across the Arab world, cooperating with ministry officials, consultants, teachers, school principals and administrators. In the course of his job, Joe took on the management of an educational project in assessment and evaluation in coordination with the Oman MoE.

In parallel with his job at the Educational Research Center, Joe is also currently lecturing at the American University of Technology in Beirut, conducting chemistry classes for freshman students which strengthen his knowledge in the practical field of the education world.



**Zuhair Shukri Titi**

*Vice Principal - Academic Affairs  
Al Hussan High School Dammam*

Zuhair Shukri Titi graduated from Yarmouk University - Jordan with a Bachelor of Science in Chemistry, and from the Jordanian University with a post-graduate diploma in Education.

Zuhair started his career as a Chemistry teacher for secondary classes in the public sector in Jordan in 1993. In 2000, Zuhair moved to KSA and joined Al Hussan Group, known for managing one of the most prestigious schools of the kingdom. He is currently the Vice Principal – Academic Affairs for the secondary section in Dammam, and his responsibilities include maintaining and improving the learning cycle and assessing the teachers and coordinators according to the group KPIs.

In addition to his duties as a Vice Principal – Academic Affairs, Zuhair manages the implementation of many educational programs in Al Hussan Secondary Schools – Dammam, such as Mawhiba and the International Arab Baccalaureate (IAB).



**Ebrahim Ads**

*Undersecretary of Academic Affairs  
El Ekhaa' Schools – Jeddah*

Born and raised in Egypt, Mr. Ebrahim Ads' passion for Arabic language started while he was very young. He graduated from Tanta University with a BA in Arabic Literature and a degree in didactics, and his experience in the education field started in Jeddah at Al Ekha' schools as an Arabic teacher. Mr. Ads' profession soon kicked off with his drive for self development; he participated in many training programmes in KSA, Lebanon and Jordan as both a trainer and a trainee and obtained many diplomas related to the education world, such as thinking engineering, lesson planning, and quality assurance.

For the time being, he is the main coordinator of the IAB and the undersecretary of academic affairs at Al Ekha'a schools in Jeddah.

Mr. Ads has contributed to many articles that have been published in various Saudi publications and is always working on introducing the most recent studies to Al Ekha'a schools in Jeddah. Mr. Ads has been rewarded by Jeddah's learning bureau for his ongoing input into Saudi children's education.



**Emadeldin Abou El Rish**

*Vice Principal – Students Affairs  
Al Hussan Schools – Jubail*

Having graduated with high distinction and with the highest grades in Egypt in 1996, Mr. Emadeldin enhanced his academic path in Egypt with studies in Computer Sciences, and his continuous learning pushed him to undergo many training programmes, the latest being Microsoft's MIE Master Trainer in KSA.

Mr. Emadeldin's experience in the education sector started in Egypt as a lecturer at the Ministry of Defense before moving to KSA to occupy many positions in one of the biggest academic institutions of KSA, Al Hussan Group, from teaching computer classes, to handling the coordination of the classes. He currently holds the position of Vice Principal – Student Affairs at Al Hussan Schools in Jubail.

Throughout the years, he has handled many positions such as education quality coordinator, IAB coordinator, registration decision-maker and head of the education secretariat as well as many other managerial positions at Al Hussan schools in Jubail.





**Jamal Baghdadi**

*Director of Secondary  
Education, MEHE Lebanon*

Mrs. Jamal Baghdadi's career in the education field started when she was only 20 years old. Having obtained her teaching diploma, Mrs. Jamal soon began to teach elementary classes before she got into the managerial part of the academic life with a BA in business and a higher training diploma from the civil service.

Mrs. Jamal has occupied many positions within the Lebanese Ministry of Education and Higher Education since 1999; she was in charge of a sector of Southern Lebanon's educational district before heading the entire district from 2006 till 2011.

In 2011, Mrs. Jamal was given the responsibility of handling the national exams departments, at a country level, before being appointed Director of Secondary Education in 2016.

In parallel with these tasks, she is a member of the committee for the on-going national training programmes for the teaching sector.

Mrs. Jamal has been recognised by the Ministry of Education and Higher Education in Lebanon many times for her constant effort to improve the quality of education and has been the representative of the country's ministry in many international educational forums and conferences.



**Rana Abdullah**

*Educational Trainer*

Rana Abdullah is a highly-experienced educational consultant and teacher trainer, specialising in scientific subjects. A graduate of the American University of Beirut, she has over 20 years' experience as a Biology teacher and coordinator in secondary schools.

She has worked for the Lebanese Centre for Educational Research and Development since 2009, writing and consulting on science curricula and assessment materials, and is currently the Head of Academic Sections there. In the course of a varied career, she has also written science textbooks, worked on the International Arab Baccalaureate, and attended training programmes all over the world.

As a teacher trainer, she has conducted workshops on assessment systems and different educational approaches for schools in Lebanon and beyond.

At the 2017 Sphinx Education Summit, Mrs Abdallah will speak on the topic of differentiated learning in schools, and explain how the York Science books enable and support this approach.





