MaW SIG iatefl
Materials Writing Special Interest Group

MaWSIG PCE 2021

Practical tools and tricks of the trade: sharing our expertise

10.00 – 10.10 Welcome

10.10 – 10.40 Talk

**Rejuvenate your manuscript submission toolkit**

*Helen Holwill & Jemma Hillyer*

As an author, producing and submitting a solid, effectively presented manuscript is crucial to both your reputation and your efficiency. In this fast-moving and practical presentation, we will help you to hand over clear, complete, efficiently presented manuscripts. We will also help you to avoid unnecessary work!

10.50 – 11.25 Talk

**50 ways to avoid gap-fill fatigue**

*John Hughes*

A gap-fill is the first exercise a teacher ever learns to write. And as writers, we fill our materials with them. But why do we write them? Can we write them more effectively? And how do we avoid gap-fill fatigue? I'll share some answers, plus 50 alternative ways to fill the gap.

11.30 – 12.00 Coffee break

12.00 – 12.30 Talk

**Scope and sequence design: A top-down or grassroots approach?**

*Frances Amrani*

How can we reflect the real world in our teaching materials in a prescriptive industry? This session explores two approaches to scope and sequence design:
1. traditional top-down mapping to existing references and expectations
2. grassroots exploitation of real-world material and linking to student needs.

12.40–13.25 Workshop

**Covert syllabuses: How to avoid them, how to include them**

*Jill Hadfield*

Covert syllabuses – the unintentional messages that materials contain – usually have negative associations. However, positive covert syllabuses can also be created within an overt language learning syllabus. We will look at both negative and positive covert syllabuses and consider some procedures for ensuring that negative syllabuses are eliminated and positive ones included.

13.25 – 14.20 Lunch break *Please note that lunch is not provided.

14.20 – 14.50 Talk

**Bring your ideas to life using mood boards**

*Colin Morton*

A mood board is a quick and easy way to find inspiration, explore themes and organise ideas. In this session we'll find out how to create one, helping you visualise your ideas for a project, spark new ones, or resolve a creative block.

15.00 – 15.30 Talk

**Strategies to survive overwhelm**

*Rachael Roberts*

Plenty of work is a nice problem to have, but not if you're stressed out of your head. In this talk I will help you deal with stress by changing your mindset, and by giving practical tips that can help you to be more productive without sacrificing your personal life.

15.30 – 16.00 Coffee break

16.00 – 16.45 Workshop

**Starting with an image**

*Robert Campbell & Ben Goldstein*

As materials writers, we often start with an idea and then try to find the right artwork or photo to enhance it. However, whether it's an image to accompany an exercise or a 'high impact' visual, using the image as a starting point can take us in new, unexpected directions. Practical tips will be offered on how to do this.

16.45 – 17.00 Q&A