

# PERSONALISATION: *MAKING IT HAPPEN*


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- ▶ Course design
  - ▶ Materials design
  - ▶ In the classroom
- 
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*Modifying aspects of course design, materials design and classroom interactions in order to reflect your learners' needs, interests and contexts.*

The image features a solid blue background. In the bottom right corner, there are several white, parallel diagonal lines that create a sense of movement and modern design.

More motivation and  
engagement

Helps you get to know  
your learners and their  
needs

We're creators and  
not only curators

Memorability

Helps us to develop as  
trainers

More money!

SO WHY PERSONALISE?

## More

- ▶ One-to-ones
- ▶ Specialised ESP courses
- ▶ Specialised needs
- ▶ When the client is expecting it

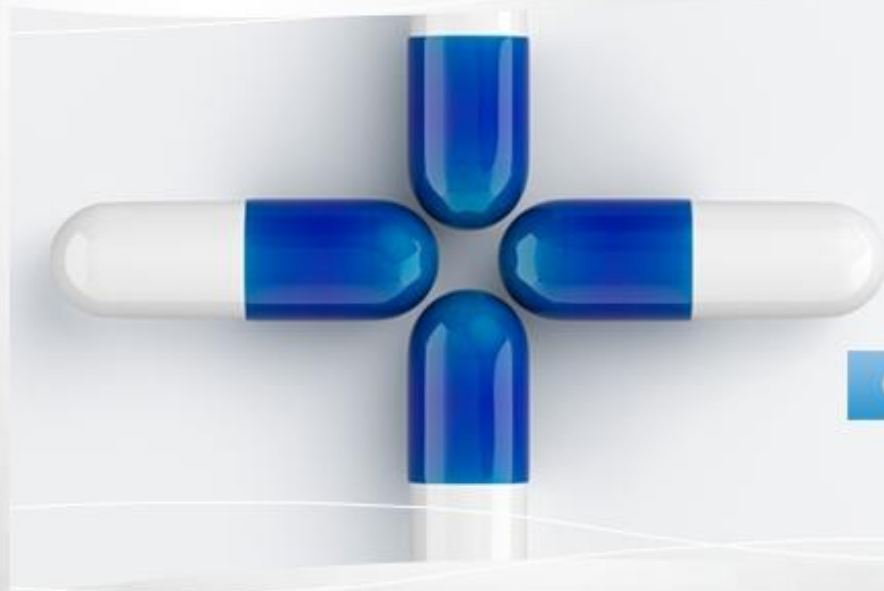
## Less

- ▶ Where the client is buying into a standardised, uniform programme

I need to \_\_\_\_\_ (do what?)  
to/ with \_\_\_\_\_ (whom?) in  
order to \_\_\_\_\_ (purpose)



What?	With whom?	Focus?
write emails	with Asian suppliers	Being precise when describing technical details
talk on the telephone	with colleagues in the UK	Reporting problems and asking for solutions



CAN A BLISTER LINE SURPASS

ITS VALUE?

### News

**New blister machine for liquid dose products**  
PUSHING THE LIMITS is Uhlmann's motto at ACHEMA 2015. It raises great expectations....

[▶ More](#)

**Making a Good Thing Even Better: The New Blister Line BEC 300**  
Greater application versatility, added performance, and improved user-friendliness are the result...

[▶ More](#)

**Visit Uhlmann at the ACHEMA**  
Witness a forward-looking new development at this year's ACHEMA in Frankfurt: the new blister...

[▶ More](#)

### Company



The Uhlmann Group with its approximately 1,600 members of staff gives impetus to the pharmaceutical packaging process worldwide.

[▶ More](#)

### Machines



For the reliable pharmaceutical packaging of solid and liquid dose products in blisters, bottles and cartons.

[▶ More](#)

### Support Services



A full range of optional support services accompanies your machine over its entire life cycle.

[▶ More](#)



Contacts Worldwide

Careers



Machine overview

Technical data

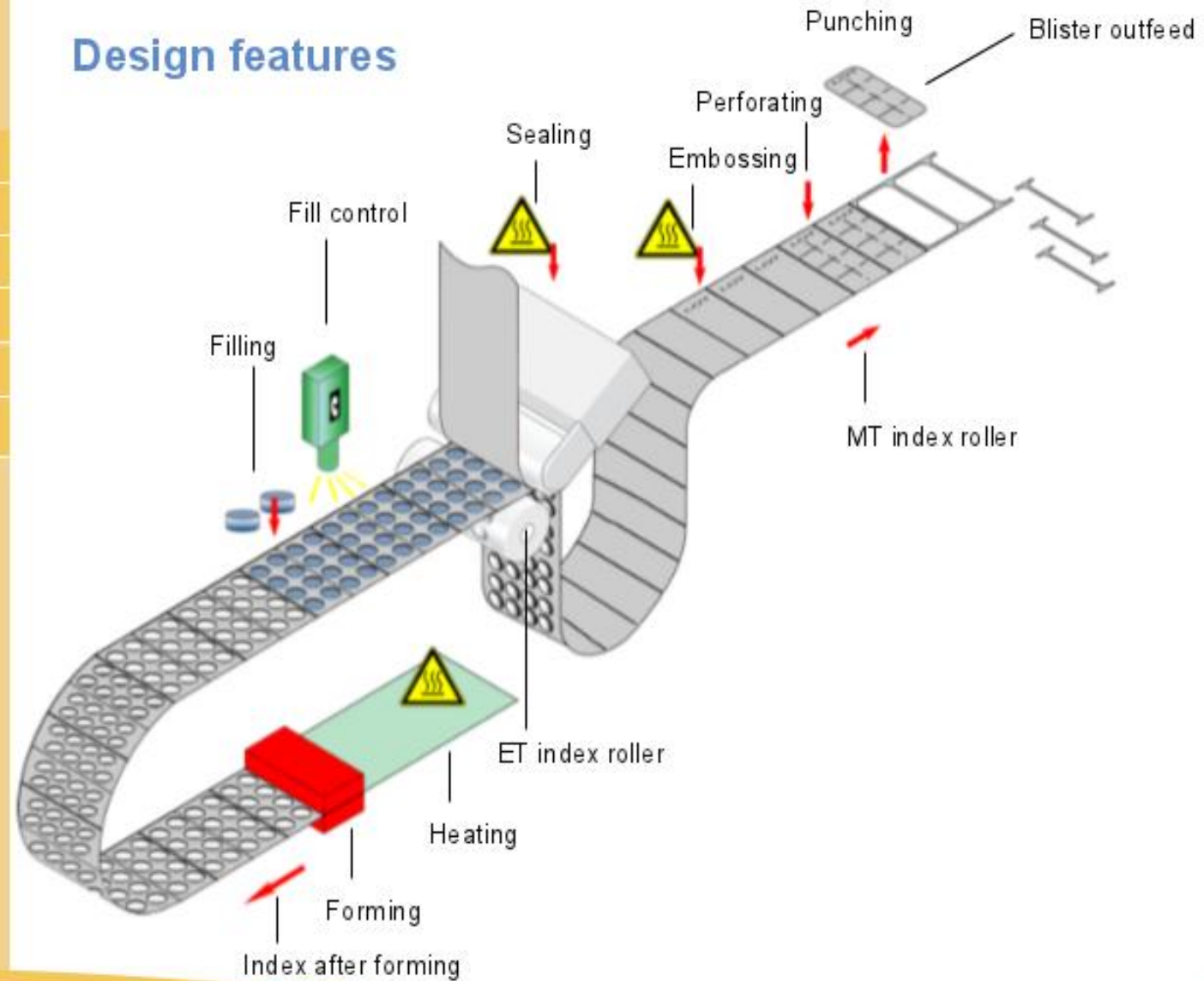
Safety


Working stations

Form at change

Maintenance

## Design features



- ▶ 1. Machine parts
  - ▶ 2. Technical data – What can the machine do?
  - ▶ 3. Instructions
  - ▶ 4. Processes
  - ▶ 5. Explaining how things work
  - ▶ 6. Safety
  - ▶ 7. Damage
  - ▶ 8. Emailing and telephoning
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# 1. Generic content that's been personalised

## **Adjectives and adverbs**

Which of the sentences below are correct and incorrect? Decide and then correct the incorrect sentences.

1. I've decided to educate my child bilingual.

2. This is a specially type of material.

## Keeping the conversation going

1. Here's one way that we can keep a conversation going and show our interest in what the person we're talking to is saying:

1) Ask a question to mirror what the person just said to you

2) Then add some extra information to show some connection between you and what the person just said to

Here's an example:

A: I was born in Geislingen.

B: Were you? My parents are originally from Geislingen too.

OR

A: I love playing Grand Theft Auto.

B: Do you? I don't really play many video games, but my son loves GTA.

## 2. Personalised content that's been genericised

### **Features and Benefits**

*What is the benefit of the following features of the Zwick Z100 / Z250?*

1. Force is transmitted via a central ball-lead screw.
2. The moving crosshead acts simply as a guide and is not subjected to any bending strain.
3. The bending load is spread across the frame
4. Maintenance-free drive technology
5. Low-noise drive

## Useful Language

You can.....

You will be able to.....

It enables you to.....

It provides you with.....

It gives you.....

You can choose from.....

You don't have to worry about

You can enjoy.....

Questions from a layperson:

Partner A's questions to answer

1. What's a hopper?
2. How is the coffee actually brewed?
3. How is the hot water dispensed out of the spout?
4. Where does the steam go?
5. What is SB mode?

## The 8000S



### **What is the machine used for?**

- You use an 8000S for...
- With an 8000S you can ...
- An 8000S is used for ...

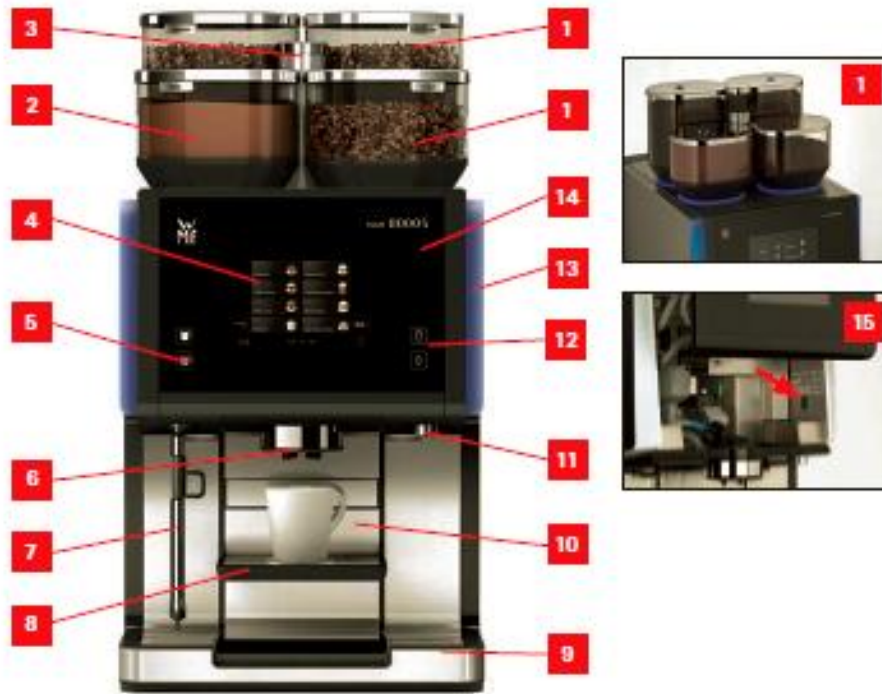
### **Characteristics**

What is special about this product? Think of at least three things and write them here:

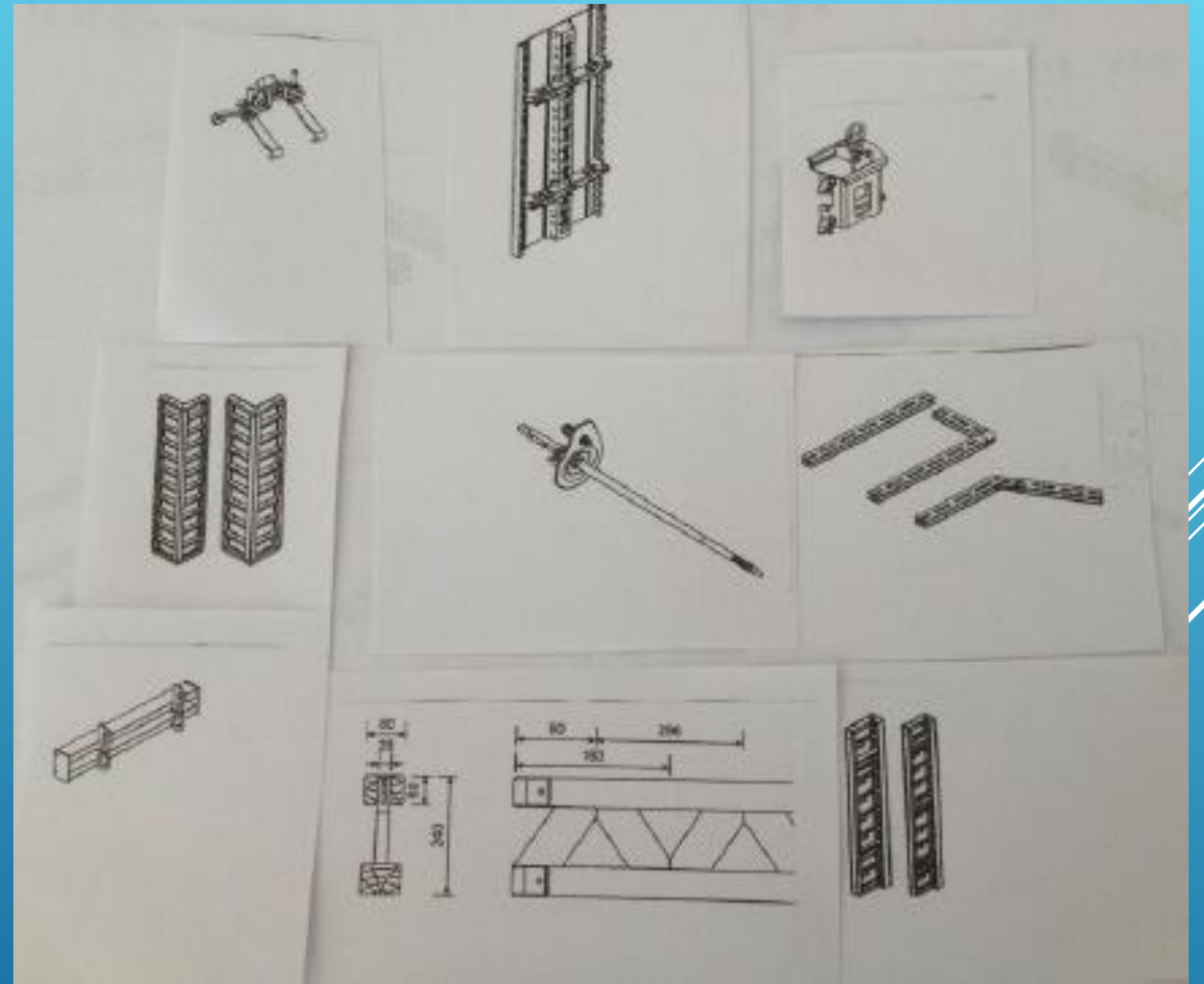


# 1 Introduction

## 1.1 Parts of the coffee machine



## Display





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THANK YOU FOR LISTENING

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