



**The 9th Asia TEFL International Conference
&
1st International English Education Fair**

***Teaching English in a Changing Asia:
Challenges and Directions***

**Hotel Seoul KyoYuk MunHwa HoeKwan,
Seoul, Korea**

July 27-29, 2011

Asia TEFL

The Asian Association of Teachers of English as a Foreign Language

www.asiatefl.org



The 9th Asia TEFL International Conference & 1st International English Education Fair

Teaching English in a Changing Asia: Challenges and Directions

Hotel Seoul KyoYuk MunHwa HoeKwan, Seoul, Korea

July 27-29, 2011

A Conference Invitation

The Asian Association of Teachers of English as a Foreign Language (Asia TEFL) is proud to offer our 9th International Conference as an essential part of the organizational mission to serve as a forum that brings together ELT professionals in the Asia region to collect, disseminate, and discuss information on English language teaching and learning in the Asian context with the objective of promoting scholarship that will lead to improvements in the way English is both learned and taught.

The 2011 International Conference will be held in Seoul, South Korea, on July 27-29, 2011, featuring some of the world's greatest English educators, including Asia's finest. You are cordially invited to this truly Asian and global conference. Please join and enjoy!

Presentation Content Areas Include:

Approaches and Methodologies
Curriculum
Distance Education
Education / Language Policy
International / Intercultural Communication
Second Language Acquisition
Materials Writing and Design
Multiple Intelligences and Learning Styles
Teacher Education
Teaching Young Learners
Testing, Assessment, and Evaluation
The Use of IT in Language Teaching
Using Local Literatures in English or Translations for Teaching English

For more details, contact:

Dr. Joo-Kyung Park, Conference Chair
Professor
Dept. of English Language and Literature, Honam University
Tel: +82-62-940-5310, Cell Phone: +82-10-4650-9358
Email: asiatefl2011chair@gmail.com

Or see the website: www.asiatefl.org

Types of Presentations

- Plenary presentations: 45 minutes
- Featured presentations: 35 minutes
- Research Papers: 25 minutes
- Teaching Demonstration: 25 minutes
- Workshops/Colloquia: 50 minutes
- Poster Presentations: 60 minutes

Proposal Submission Deadline:

February 10, 2011

Online submissions only:

www.asiatefl.org

APPLY for the following:

- 20 Travel Grants of US\$300

Contact: Dr. Mi Rim RYOO
Aiatefl2011.ryoo@gmail.com

- 5 Outstanding Paper Grants of US\$500

Contact: Dr. Dong Wan CHO
asiatefl2011-cho@postech.ac.kr

Grant Application Submission Deadline:

January 15, 2011

- Free Membership

Join and enjoy the following benefits:

- Free access to the web-based journal, *The Journal of Asia TEFL*, indexed in SCOPUS

- Conference registration fee discount

Online application only:

www.asiatefl.org

Introducing Asia TEFL: Goals, Members, Events & Projects

Asia TEFL, an international association of teachers of English as a foreign language, was founded in 2003.

Goals

1. To link ELT professionals in joint research on issues and concerns regarding English teaching and learning in the Asian context.
2. To publish an academic journal, *The Journal of Asia TEFL*, as an internationally recognized journal in the field of English language teaching.
3. To host conferences and seminars addressing important issues concerning ELT in Asia.
4. To develop proficiency guidelines and assessment methods designed for the needs of the Asian context.
5. To develop programs for Asian learners and teachers of English to build their English language proficiency and cultural understanding and provide them with the skills required to be efficient English teaching professionals.

Members and Officers

As of the year 2010, the membership has reached about **13,000 members from more than 70 countries** and regions around the world. The executive council consists of President, Secretary General, Treasurer, 3 Vice Presidents from China, Japan, and Malaysia, 17 official representatives of regions, 8 executive directors, and about 100 directors from around the world. Asia TEFL is one of the largest ELT organizations in the world. For further details, please visit our website: www.asiatefl.org.

Publications

Asia TEFL publishes an academic journal, *The Journal of Asia TEFL*, as an internationally recognized journal in the field of English language teaching. The Journal is indexed in SCOPUS as of spring 2010. It also publishes the *Asia TEFL Book Series*, in which four volumes have already been published: *Language assessment in Asia* (2009), *English language teacher education* (2008), *ELT curriculum innovation and implementation in Asia* (2007), and *English education in Asia: History and policy* (2006). The fifth volume, about to come out, is on the topic of primary English education in the Asian context.

Conferences

Asia TEFL has organized eight international conferences:

- Busan, Korea (2003);
- Seoul, Korea (2004);
- Beijing, China (2005);
- Fukuoka, Japan (2006);
- Kuala Lumpur, Malaysia (2007);
- Bali, Indonesia (2008);
- Bangkok, Thailand (2009); and
- Hanoi, Vietnam (2010).

Nearly 1,000 participants attended each of these conferences.

The 9th Asia TEFL International Conference is being held at the Hotel Seoul KyoYuk MunHwa HoeKwan, Seoul, Korea, on July 27-29, 2011. The conference theme is "Teaching English in a Changing Asia: Challenges and Directions." About twenty internationally renowned scholars will be invited to talk as the plenary and featured speakers. About 500 presentations will be made in diverse presentation types including research papers, teaching demonstrations, works and colloquia, and poster presentations. About 15,000 participants are expected at this world-level English language teaching convention.

The 1st Asia TEFL International English Education Fair will be held at The Hotel Seoul KyoYuk MunHwa HoeKwan concurrently with the Conference on July 27-29, 2011. All English language teaching-related corporations, educational institutions, materials developers, publishers, testing and assessment firms, and others in Korea and overseas are welcome to participate in the Fair.

Contact persons

Dr. Hyo Woong Lee

President, Asia TEFL
Professor Emeritus, Korea Maritime University
(Phone) 82-11-9313-8778
(Email) hyowoonglee@yahoo.co.kr

Dr. Joo-Kyung Park

2011 Asia TEFL International Conference Chair
Professor, Honam University
(Phone) 82-10-4650-9358
(Email) asiatefl2011chair@gmail.com

Dr. Chan Kyoo Min

The 1st Asia TEFL International English Education Fair Chair
Professor
Korea National University of Education
(Phone) 82-10-9410-3534
(Email) asiatefl2011@naver.com

Dr. Yeon Hee Choi

Secretary General, Asia TEFL
Professor, Ewha Womans University
(Phone) 82-10-8929-2655
(Email) yhchoi@ewha.ac.kr

Dr. Mi Jeong Song

Treasurer, Asia TEFL
Professor, Seoul National University
(Phone) 82-11-658-1936
(Email) mjs@snu.ac.kr

Mr. Young I Kim

General Managing Director, Asia TEFL
(Phone) 82-10-4341-0582
(Email) bada@eduklc.com



The 1st Asia TEFL International English Education Fair

Be part of the largest ELT fair ever held in Asia!

Asia TEFL hosts the 1st Asia TEFL International English Education Fair concurrently with the 9th Asia TEFL International Conference.

You are cordially invited to the largest English education fair ever organized in Asia. The fair will take place during the 9th Asia TEFL International Conference to be held July 27-29, 2011, at the Hotel Seoul KyoYuk MunHwa HoeKwan, Seoul, Korea.

Asia TEFL is the largest organization of teachers of English as a foreign language in Asia. There are more than 13,000 members from 72 regions in Asia and worldwide. Since its first annual conference held in Busan, Korea, in 2003, the annual Asia TEFL conference attracts some of the largest numbers of participants among the events on English education held in the region. More than 1,500 people are expected to attend the Seoul Conference and share their expertise and experience in more than 500 paper presentations, workshops, colloquia, and poster presentations.

The Asia TEFL International English Education Fair will make history as the largest fair of its kind ever held in Asia, the fastest-growing market in the field of English education. We believe that this fair will be a perfect chance for you to introduce your business and products to the potentially largest market in the world.

Download the registration form (in DOC or PDF format).

If you have any questions regarding the Fair, please visit our website at <http://www.asiatefl.org> or contact the Fair Chair:

Prof. Chan Kyoo Min
Korea National University of Education
Email: asiatefl2011@naver.com



The 1st Asia TEFL International English Education Fair Participation Application

Complete this application form in English

Family Name: _____ Given Name(s): _____

Affiliation: _____

Position: _____ Country: _____

Email Address: (Primary) _____

(Alternate) _____

Telephone (Include country code and area code.)

Home Phone: _____ Work Phone: _____

Fax: _____ Cellular Phone: _____

Mailing Address: Please check: Work _____ Home _____

(Write your address as you wish for it to appear on an envelope.)

Display item:

- | | |
|--|--|
| <input type="checkbox"/> Books and publication | <input type="checkbox"/> Multimedia aids |
| <input type="checkbox"/> Teaching and learning materials | <input type="checkbox"/> Teaching and learning equipment |
| <input type="checkbox"/> Teacher training | <input type="checkbox"/> ELT education |
| <input type="checkbox"/> Testing and assessment | <input type="checkbox"/> English towns and villages |
| <input type="checkbox"/> Other: _____ | |

Display type:

- | | |
|---|---------------------------------------|
| <input type="checkbox"/> Standard booth | <input type="checkbox"/> Display desk |
|---|---------------------------------------|

Date: _____
(month / day / year)

Send this application form to: **Dr. Chan Kyoo Min (Email)** asiatefl2011@naver.com

The Asian Association of Teachers of English as a Foreign Language



The 9th Asia TEFL International Conference

Call for Presentations

**Theme: Teaching English in a Changing Asia:
Challenges and Directions**

Dates: July 27-29, 2011

Venue: Hotel Seoul KyoYuk MunHwa HoeKwan, Seoul, Korea

We invite papers on the following subtopics in ELT:

Subtopics

- Approaches and Methodologies
- Curriculum
- Distance Education
- Education / Language Policy
- International / Intercultural Communication
- Second Language Acquisition
- Materials Writing and Design
- Multiple Intelligences and Learning Styles
- Teacher Education
- Teaching Young Learners
- Testing, Assessment, and Evaluation
- The Use of IT in Language Teaching
- Using Local Literatures in English or Translations for Teaching English

Types of Presentations

- Plenary Presentations 45 minutes (Invited only)
- Featured Presentations 35 minutes (Invited only)
- Research Papers: 25 minutes
- Teaching Demonstration: 25 minutes
- Workshops/Colloquia: 50 minutes
- Poster Presentations: 60 minutes

For poster presentations, the display area is no more than 24" (61 cm) x 48" (122 cm). All posters for one poster presentation must be displayed within this limited area. Poster presenters must be present to explain and discuss their poster presentation at the time allocated in the program. The abstract submitted should include a brief description of the central idea underlying the poster presentation. Presenters are responsible for mounting and removing their poster displays.

Proposal Submission Deadline

The abstract must not exceed 250 words, while the bio-data must not exceed 60 words.

Deadline for Proposal Submission: February 10, 2011

Notification of Acceptance: March 15, 2011

****Only ONE proposal per person may be submitted. If more than one proposal is submitted by the same person, none will be accepted.**

Presentation Proposal Submissions

Online Submissions Only: Presentation proposals must be submitted online through the Asia TEFL website (www.asiatefl.org). After submission, contact persons are:

Dr. Yu Sun KANG (Korea): asiatefl2011.korea@gmail.com

Dr. He Young KIM (China & Japan): asiateflpaper@gmail.com

Dr. Soo Ok KWEON (Rest of the world): asiatefl2011@gmail.com

Travel Grants

Travel grants of US\$300 are available for 20 concurrent session presenters. This funding is available for presenters based outside of Korea. The deadline for submission of presentation proposals and travel grant application forms is **January 15, 2011**. The abstract should consist of 250 words. Biographical data should not exceed 60 words. **Individuals who have received an Asia TEFL travel grant in the past are not eligible for 2011 travel grants.** Send the presentation proposal with the abstract, biographical data, and travel grant application form to the following email address:

Dr. Mi Rim RYOO: asiatefl2011.ryoo@gmail.com

Outstanding Paper Grants [[Form download](#)]

Grants of US\$500 are available for 3-5 outstanding paper presenters. This funding is awarded to presenters whose papers address Asian-specific ELT issues and concerns, and which provide outstanding resolutions and pedagogic implications, **strictly focusing on “effective innovations for the Asian English Classroom.”** The deadline for submission of presentation proposals and outstanding paper grant application forms is **January 15, 2011**. A full-length paper (**about 20 pages**) should be submitted with a 100-word biographical sketch. **The paper submitted for the grant should have not been submitted elsewhere or previously published.** Send the presentation proposal with the paper, biographical data, and grant application form to the following email address:

Dr. Dong Wan CHO: asiatefl2011-cho@postech.ac.kr

The 1st Asia TEFL International English Education Fair

The 1st Asia TEFL International English Education Fair will be held at The Hotel Seoul KyoYuk MunHwa HoeKwan concurrently with the Conference on July 27-29, 2011. All English language teaching-related corporations, educational institutions, materials developers, publishers, and others in Korea and overseas are welcome to participate in the Fair.

The exhibition fee is US\$500.00. For more detailed information on the English Education Fair, please contact **Dr. Chan Kyoo MIN: asiatefl2011@naver.com**

REGISTRATION

Pre-registration

Members: US\$ 90 for 3-day conference (lunches & coffee/refreshments included)

Non-members: US\$ 110 for 3-day conference.

Free membership is available with pre-registration.

All presenters must pay pre-registration fee by April 30, 2011.

(Registration fee payment information will be provided later.)

ACCOMMODATION

The conference venue, **[Hotel Seoul KyoYuk Munhwa Hoegwan](#)**,

The room rates are as follows:

US\$ 84 (Single occupancy)

US\$ 84 (Twin sharing, US\$ 42 per person)

US\$ 84 (Triple sharing, US\$ 28 per person)

Contact the Hotel Reservation / Help Desk directly regarding room bookings via

Website: <http://www.temf.co.kr>

Tel : +82-2-526-9513 / 9514

Fax : +82-2-571-7055

E-mail : reservation@temf.co.kr

Be sure to reserve your rooms early. Payment information and other reasonably priced hotels will be announced later.

IMPORTANT CONTACT INFORMATION

Dr. Joo-Kyung PARK

Conference Chair, Asia TEFL 2011

Dept. of English Language and Literature

Honam University

Gwangju, 506-714, S. Korea

Email: asiatefl2011chair@gmail.com

The 9th Asia TEFL International Conference

REGISTRATION FORM

PART A

Name and Title: Family Name: _____ Given Name: _____
Title: _____

Position: Professor (tertiary level), Teacher (secondary or elementary level)
 Graduate student Publisher Other (specify): _____

Institution / Organization: _____

Postal Address: _____

Email Address: _____

Status of Participation (Select one): Presenter Attendee

Dietary Preference (Select one): Non-vegetarian Vegetarian

If presenter, please fill in PART B, as well.

PART B

Title of Presentation: _____

Co-presenter(s) (if any): _____

Type of presentation: Demonstration Paper Workshop
 Colloquium Poster Presentation

Equipment Required: LCD Projector with Computer
 Cassette player Other (specify) _____

Travel Grant Application Form

Name of Applicant: Family Name: _____ Given Name: _____

Affiliation: _____

Title of Presentation: _____

Target Area: Elementary Ed. Secondary Ed. Tertiary Ed.

Position: Professor (tertiary level), Teacher (secondary or elementary level)

Graduate student, Publisher, Others (specify): _____

Institution/Organization: _____

Region/Country: _____

Email Address: _____

■ In the space below, please describe the reasons why you require a travel grant.

Email this form with your presentation proposal, abstract, and biographical data to:

Dr. Prof. Mi Rim RYOO: asiatefl2011.ryoo@gmail.com by **January 15, 2011**

The Asian Association of Teachers of English as a Foreign Language

Outstanding Paper Grant Application Form

Name of Applicant: Family Name: _____ Given Name: _____

Affiliation: _____

Title of Paper: _____

Target Area: Elementary Ed. Secondary Ed. Tertiary Ed.

Position: Professor (tertiary level), Teacher (secondary or elementary level)

Graduate student, Publisher, Others (specify): _____

Institution/Organization: _____

Region/Country: _____

Email Address: _____

- In the space below, please describe the reasons why you think you deserve an outstanding paper grant.

Email this form with your presentation proposal, paper, and biographical data to:

Dr. Dong Wan CHO: asiatefl2011-cho@postech.ac.kr by **January 15, 2011**

The Asian Association of Teachers of English as a Foreign Language