

Helen Macfarlane PGCE/TESFL BA Hons Mod Langs.

Born on 13.07.63
in Hastings, New Zealand.

EU citizen - lives and works in Austria

**25 years professional and academic experience supporting
language and communication skills.**



 **Founder and Director of english elements,
international English media centre, Salzburg.**

1997 to date.

Focus on English **language and communication** issues in cultural, corporate and academic fields.
Research and development of language training programmes combined with language support services
operating in both public and private sectors.

Associate partner of the RLC Global Group, working with specialists in the field of
intercultural interaction, cross cultural workshops, seminars, consultancy, language and
culture courses and e-learning solutions. Development of communication skills by applying cross-
cultural knowledge to other disciplines such as presenting, negotiating and coaching.

 **English Training in Commerce and Industry**

Since 1990 Language Training Programme developed for Salzburg Airport including internal publication
of "Paper Plane" and training handbook as corporate language project. Based on research and
development of a full proposal for a Language Competences Project (2001) **Project title: e-f.i.l.e.**
in the framework of the European Leonardo da Vinci Community Vocational Training Action Programme
for cross cultural communications purposes, **intensive e-f.i.l.e. projects** in the fields of aviation,
technology and energy systems have been implemented and/or are in progress.

Research into professional needs in the hotel industry in Spain (Andalucia)

Co-training of lawyers for the European "Concourse" with Austrian political scientist.

Co-ordination of English for Tourism as part of a professional re-training scheme organised via the
job centre and adult education support centre.

Language Consultant (Assistant to Bruce McLean in his course "Painting with Light") for the
International Summer Academy, Salzburg

Freelance journalist for The Newcastle Chronicle and Journal

Work experience Austrian Broadcasting Corporation - 2 radio transmissions

 **Lectureships**

2005 to date. Academy of Fine Arts, Münster, Germany

2005 to date. Salzburg University of Applied Sciences, EL and Intercultural Communication
Presentation Skills

 **Education**

1988 -89 Bangor University Wales, GB

Post Graduate Certificate of Education in English as an International and Second Language

Background Dissertation 1- **Child Language Acquisition / Adult Language Learning**

Background Dissertation 2 - **The Use of Media in EL Teaching.**

1981 - 1985 Saint David's University, Wales, GB

Bachelor of Arts with Honours - 20th Century French and German Literature

Part One: Economics and Social Institutions



Further Qualifications

- 2007 Cross Cultural Communications for English Language and Culture Training.
- 2004 Qualified Oral Examiner for Cambridge University Proficiency Examining Board.
- 1997 Initiating Group Work Vocational Institute Salzburg.



Seminars/Training

- 2007 Lectured at Bodensee Conference for the EWMD (European Women's Management Development) **Rituals in language and communication.**
- 2006 Nominated for **Innovations Award** for development and implementation of e-f.i.l.e.
- 2004 **Delegate at International Association** of Teachers of English as a Foreign Language Business English Special Interests Group. Vienna, Austria.
- 2003 **Oral Examiner for Cambridge University** Proficiency Examination Cambridge University Examining Board.
- 2002 **Delegate at eLearn Expo** at the Austria Centre, Vienna.
- 2001 **English and the Wider Europe Conference** on the role of English in East and Central Europe – Federation of Austrian Industry.
- 2000 **English elements training programme** "Language Management" as part of company research and development project.



Voluntary Work and Functions

- 2007 to date.
EWMD Vice President and National Representative for Austria
(European Women's Management Development International)
- 2006 to date.
Board Member of the Women in Business section of the Chambers of Commerce
- 2005 Member of Universitas – Austrian Academic Translators and Interpreters
- 2005 to date.
Councillor of the Chambers of Commerce in Salzburg - Printing and translation offices section
- 2003 to date.
Foundation of non-profit organisation "Project EU English" School English theatre and news-paper projects Crazy-PEN.
- 1989-1990
Post-Graduate student representative for World University Services (WUS) Women and Language in Multi-cultural Britain" Bradford University.



Performing and Visual Arts

- 2000 to date.
Organisation of english elements cultural events and exhibitions - see website
- 2004 Toihaus Theatre Salzburg – opening performance in "Hotel Shakespeare" Project
- 2001 Music and Drama Performances
- Since 1998
Founder and player - "The Talking Headaches" Theatre Group. Performance of "The kahle Cantatrice" adaptation of Ionesco's "La Cantatrice Chauve" in 3 languages. TOIHAUS theatre and "3-Pagen Theater" opening event of Annual Cultural Festival".
- 1996 –97
Salzburg University English Drama Group – lead role "Dancing at Lughnasa"
- Since 1984
Honorary Life Member of St David's University College Theatre Society.

Art and Culture :: Translation :: Photography :: Digital Video Work :: Painting :: Drawing :: Bookmaking