

May 2011

## EXPERT GROUP THINK TANK 2

### The currency and marketability of testing mechanisms

**Venue:** MAVROKORDATOU 1-3, 1<sup>ST</sup> FLOOR, IEK DOMI  
ΜΑΥΡΟΚΟΡΔΑΤΟΥ 1-3, 1<sup>Ος</sup> ΟΡΟΦΟΣ, ΙΕΚ ΔΟΜΗ

**Hosted by:** PALSΟ - The Panhellenic Federation of Foreign Language School Owners

**Time: Sunday, 12 June, 2011, 10:00 – 16:00 hrs**

The 2nd ICC Think Tank in Athens invites interested professionals to a forum to consider factors involved in what makes a testing mechanism both valid and desirable. The day will take the form of focussed discussion groups with a view to producing a framework to define how currency and marketability might be measured and guidelines for how it might be achieved

#### Draft Agenda

10:00 Welcome and introduction by Robert Williams, ICC President, UK

*In a world that is increasingly preoccupied with qualifications there is ample opportunity for anyone to produce a test and to claim it proves ability. With the increase in web based testing, it seems that user friendliness and speed of scoring mechanism may be taking precedent over a genuine profile of what an individual can really do in a language. Then there is the issue of marketing. Is it the case that the test mechanism with the greatest financial backing is the most appropriate for one's needs? Is it the case that the one that shouts loudest in the market place becomes the best test in people's minds? Also, in with such an increase in testing mechanisms, how can a school or training centre decide what is best for them? How can a group of people with a desire to devise and sell a new mechanism begin to compete with the established players?*

Issues and comparisons - plenary discussion  
Setting the parameters for the day

12:30 Lunch

13:30 Working groups

Each group considers a theme (or themes) drawn from the issues raised in the plenary discussion.

15:00 Coffee

15:30 Summing up

Ideas drafted into proposals for producing a framework and guidelines

16:00 Close

