



2011 International Conference of English for Medical Purposes

Date: Feb. 17-19, 2011

**Venue: Lecture Hall III, National Cheng Kung University Medical College,
Tainan, Taiwan**

<http://conf.ncku.edu.tw/emp2011>

Message from the Organizers

Aims of the Conference

With the great demand of medical care in the USA and other English-speaking countries, the English language has slowly evolved into the main means of communication in the global community of healthcare.

Stemming from the field of ESP, the **2011 International Conference of English for Medical Purpose (EMP 2011)** aims to bring together the experts from this region in the field of English for Medical Purposes (EMP) for better understanding and development of embedded EMP in the curricula of healthcare. Moving in this direction, from general to specific, attendees of the EMP 2011 should be prepared to cross the boundaries of their own disciplines and broaden their views of their own professions in collaboration with the experts in other fields. Therefore, the aim of this conference is to ignite motivation and strengthen in developing innovation teaching in English for Medical Purposes.

Approximately 10 workshops and 3 oral-presentation sections will be included in this conference, including:

- Curriculum design
- Program development
- Interdepartmental collaboration
- Practical methodologies

Scientific Program

2011 Pre-conference workshop

February 17, 2011 (Thursday)		
Time	Topic	
14:00-18:00	Registration	
15:30-17:30	Practices of EMP in Nursing/Para-medicine Moderators: Virginia Hussin (University of South Australia)	Poster Presentations
17:30-19:30	Welcome Party	

2011 International Conference of English for Medical Purposes

February 18, 2011 (Friday)			
Time	Topic		Speaker
08:30-08:40	Opening Remarks		
08:40-09:30	From English as a Foreign Language (EFL) to English for Specific Purposes (ESP) in Taiwan		<u>Yinghuei Chen</u> , Deputy Dean, International College, Asia University
09:30-10:20	How English is Taught in Japan		<u>Christopher Holmes</u> , Tokyo University
10:20-10:50	Coffee Break		
10:50-12:10	Workshop 1 Workarounds in Medical Schools <u>Christopher Holmes</u>	Workshop 2 Best Practices in Teaching Vocabulary <u>Andy Noonan</u>	Workshop 3 Academic Writing in EMP <u>Iain Bruce</u>
12:10-12:30	Group photos		
12:30-13:30	Lunch		
13:30-14:30	Curriculum Design in EMP		<u>Virginia Hussin</u> , University of South Australia

14:30-14:50	Coffee Break		
14:50-16:20	Workshop 4 Curriculum Design in EMP <u>Virginia Hussin</u>	Workshop 5 Collaborating for our Students' Needs <u>Bruce Smith</u>	Workshop 6 TBA
16:20-16:30	Break		
16:30-17:30	Panel Discussion: EMP teaching material design and development • Kaohsiung Medical University • NCKU • University of Hong Kong • Christopher Holmes • Virginia Hussin • Najma Janjua		

Saturday, Feb. 19, 2011			
Time	Topic		Speaker
09:00-9:50	Coping with complexities of EMP program/material development in Asian EFL contexts		<u>Najma Janjua</u> Department of Liberal Arts and Sciences, Kagawa Prefectural College of Health Sciences
9:50-10:20	Internationalizing the curriculum		<u>Iain Bruce</u> , Zhejiang University
10:20-10:50	Tea/Coffee Break		
10:50-12:10	Workshop 6: Teaching EMP for communication and research <u>Najma Janjua</u>	Workshop 7: Analyzing and Utilizing Medical Student Discourse University of Hong Kong	Workshop 8 Using Case Studies in Teaching English Medical Terminology <u>Larry Paris</u>
12:10-13:30	Lunch		
13:30-14:30	Oral Presentation I	Oral Presentation II	

	Research and Collaboration between Medical and Linguistics Departments University of Hong Kong	Language management: the key to effectiveness in today's knowledge society. <u>Benjamin Wang</u> English Testing Services	
14:30-15:00	Coffee Break		
15:00-16:30	Panel Discussion Embedded EMP Curriculum & pedagogy for the future • Kaohsiung Medical University • NCKUMC • University of Hong Kong • Najma Janjua • Christopher Holmes • I-Shou University		
16:30- 17:00	Feedback, Reflection and Closing Remarks		

Registration

<u>Deadline</u>	<u>Registrant</u>	<u>Registration Fee</u>
Early registration: <u>Before Jan 31, 2011</u>	International Participant	USD 50
	Domestic Participant	USD 30
	Student	USD 10
Late registration: <u>After Jan 31, 2011</u>	International Participant	USD 100
	Domestic Participant	USD 60
	Student	USD 20

Registration fee for International Participant and Student includes:

1. Pick up service from KHH airport or Tainan THSR station will be provided
2. Admission to scientific program of the Congress
3. Admission to exhibition of the Congress
4. Opening Ceremony and Welcome Reception
5. Receive proceeding, Meals and certificate of participation

Registration fee for Domestic Participant and Student includes:

1. Admission to scientific program of the Congress
2. Admission to exhibition of the Congress
3. Opening Ceremony and Welcoming Reception
4. Receive proceeding, Meals and certificate of participation

General Information

Visa Requirement

There is a visa exemption for citizens from 33 countries to enter Taiwan.

(Details see <http://www.boca.gov.tw/ct.asp?xItem=1443&ctNode=116&mp=2>)

Regular visitor visa is required for other citizens.

(Details see <http://www.boca.gov.tw/content.asp?CuItem=1900>)

If you need other supporting documents (e.g. invitation letter), please write to EMP2011 Secretariat (EMP2011@conf.ncku.edu.tw).

Local Weather Information

Online weather information, please see <http://www.cwb.gov.tw/eng/index.htm>.

Arrival

There are two convenient routes from abroad to get to Taiwan (or specifically Tainan city). Tainan itself has no international air service. One slightly more desirable way is to fly into the nearby Kaohsiung city (or KHH international airport, some 40 km south of Tainan) and then the conference staff can take you by car to your hotel in Tainan (~1 hr drive). A less desirable way is to fly into Taipei (or TPE international airport, also known as Taoyuan International Airport, some 300 km north of Tainan) and then take the High Speed Rail to the Tainan Station (~2 hrs ride), where the Workshop staff can take you by car/bus to your hotel in Tainan (another 45 min drive). Many airline companies operate flights between major cities in the world and nearby Hong Kong (~1 hr connection to Kaohsiung or Taipei). One may also fly into Taipei and then within the same airport take a connection flight to Kaohsiung. In all cases, please let the organizer know of your arrival schedule at least 1 week prior to departure so that we can arrange a free pick-up service for you. At the arrival lobby, please approach receiving conference staff holding the sign of "EMP2011". In case of emergency, please call the organizer's cell phone which will be given to you by email when we confirm your note of arrival.

Transport Information

Taiwan Taoyuan International Airport	http://www.taoyuanairport.gov.tw
Taiwan Kaohsiung International Airport	http://www.kia.gov.tw
Taiwan High Speed Rail	http://www.thsrc.com.tw
Taiwan Railway Administration	http://www.railway.gov.tw
Taipei E-Bus System	http://www.e-bus.taipei.gov.tw

Taipei Songshan Airport
Taipei Metro

<http://www.tsa.gov.tw>
<http://www.trtc.com.tw>

Conference Venue

The Conference is being held at two places at College of Medicine, National Cheng Kung University: Venue I in Lecture Hall III (more precisely, in the first floor of the Medical College) on Feb. 17-18; Venue II in Lecture Hall IV (more precisely in the second floor of the Medical College) on Feb. 19. The Workshops on Feb. 18-19 are being held in Lecture Hall I and II on the first floor and room 201-205 in the second floor of the Medical College.

More detailed floor maps will be displayed near the conference rooms at the Workshop venues. There will be special EMP2011 flags (red-orange in color) placed in front of the venues to help you find the places.

Registration

Online registration is available at the EMP2011 website. Participants are requested to check in at the Registration Desk on the first day (Feb 18, Friday) at the entrance area of the Medical College. There will be clear signs of "EMP2011" that will direct you to the Registration Desk. The opening hours of the Registration Desks are:

Feb 17 (Thu)	14:00 - 18:00 hrs
Feb 18 (Fri)	08:00 - 20:00 hrs
Feb 19 (Sat)	08:00 - 12:00 hrs

Language

The official language during the conference is English. Translation service between Chinese and English is provided for activities outside scientific sessions.

Participant Identification

At the Registration Desk, participants will each receive a Conference package that contains the Proceedings, a specially designed Conference bag and a Conference badge with your name on it. The Conference badge should always be worn for admission to all scientific sessions and meal services. For easy identification, regular and student participants wear red badges, and accompanying persons, orange badges. All Conference staff wears yellow badges and in addition some wear **blue T-shirts** for easy identification. Feel free to ask any of the Workshop personnel for assistance including transportation information back to your hotels.

Transportation between airport and hotels in Tainan

Organizer will arrange free pick-up/drop-off services at the Kaohsiung international airport, provided that the arrival/departure schedule is sent to Conference Secretariat at least 3 days ahead. Either the Conference personnel or the car driver will hold a sign 'EMP2011' at the arrival lobby and/or a sign showing your name. They will lead you to the car to take you to the hotels in Tainan. Conference personnel are able to communicate well in English. If your plane arrives late in the evening or after Feb. 18, only the car driver may be there and he may know little English. You can communicate with the Conference personnel through the cell-phone of the driver in case you need help. The driver should know how to reach us on phone.

Admission to meals

Your registration fee will cover the costs of most meals during the Conference. For example, admission to the first evening's welcome reception (Feb. 17) and banquet (Feb 18) will be included for all registrants. The reception and the banquet are also free for persons accompanying the registrants. But accompanying persons need to be included in your registration process so that we can prepare enough meals.

Service Desk

During the Conference, a Service Desk will operate at the entrance to the Conference venue from 8:15 to 17:00 hrs. For all inquiries please contact this desk. At this desk, there will be a message board and an area displaying updated Conference pictures. Electronic copies will be available for download on the EMP2011 website after the meeting.

Poster Presentations

There are two official poster briefing and viewing sessions in the afternoon on Feb. 17. The viewing is preceded by a 5-min poster briefing in front of poster from 15:30 to ~16:30 hrs; followed by free viewing from ~16:30 to 18:00 hrs at the poster display areas. Presenting authors are kindly requested to be present at their posters during that time. Feel free to enjoy the ice tea and fruits served in the Dean's Garden during mid-afternoon while discussing the posters. Authors of posters should report to the Registration/Service Desk in the afternoon (14:00 to 15:30) on Feb 17 (Thur). Posters will stay on display as much as practical during other sessions for extended viewing and interaction.

Authors please dismount posters on Feb. 19 (Sat) before 12:30 hrs. Or when indicated to the Service Desk, the workshop staff can dismount them on your behalf and take them to your hotels.

Poster board dimension: 80 cm wide, 110 cm tall. Feel free to make use of part/whole board with your posters.

Oral Presentations

A Projection Desk is located near each conference room. All speakers please contact this Desk for previewing their slides during the breaks before their Session. For the speakers on the first day (Feb. 17), we would appreciate if you can email your files to the Conference Secretariat before you leave your countries. If convenient, PowerPoint files (Adobe pdf format) are preferred.

A Macintosh computer will also be available in case you need it for your talk. But it would be better if you can bring along your own Macintosh.

Food Services

The Conference Dinner will be held on Feb 18 (Fri) from 18:00 to 20:00 hrs in a restaurant nearby. Lunch box will be provided. Dinners will be held at a number of different places (please refer to scientific program for details and announcement at the conclusion of each day's scientific session). The Conference staff will guide you to the restaurants.

Coffee/Tea Breaks

All registered participants will be provided with drinks and refreshments served near the conference room during the morning coffee breaks. Whenever the weather permits, drinks and refreshments may be served outdoors in the Dean's Garden (outside the Conference Room of venue I, Medical College).

Currency Exchange

The Taiwanese unit of currency is the New Taiwan Dollar (NTD), which has five denominations in paper money and five in coins (details see http://eng.taiwan.net.tw/lan/Cht/multichoice/multichoice_detail.asp?id=13). NTD can be exchanged at the international airports of Taiwan or at some major hotels in town. It may be advisable to have some NTD (like 1,000 to 2,000) exchanged at the airport on your arrival. The cost of reasonable food is about NTD 800 (~USD 25) per day. For updated exchange rates, please see <http://finance.yahoo.com/currency>. At the international airports or in the main shopping areas of Tainan (like Hotel Tainan's district) or Kaohsiung (Hanshin's shopping district), ATMs are available to accept international cards. Feel free to get NTD there.

Telephone Calls

Local calls from public phone booths can be made in both venues next to the Conference Hall. Please do not hesitate to approach Service Desk for help.

Conference photographs and video recording

A group photograph will be taken around noon on Feb 18 (Friday) in the Dean's Garden, just after the end of morning session. A print will be available for free collection for every participant at the Service Desk on Feb 19. In addition there will be pictures taken by the Conference staff and video recording of Conference activities including the talks. They will be edited later to put on the EMP2011 website for your download.

Conference Proceedings

Additional copies can be purchased (NTD 200, or ~USD 6) at the Service Desk.

Smoking

By Taiwan's new laws, smoking is no longer allowed inside all University buildings. Smoking is permitted only in outdoor areas like the nearby sidewalks (please ask Service Desk for assistance).

Weather and Dress

Last year the air temperature of Tainan in the first half of Feb was 16 to 23 deg C with no rain (however with global warming, weather conditions are less predictable). Indoor venues are routinely air-conditioned (usually ~ 23 deg C). Because of our warm weather, there is no requirement for formal dresses during all scientific sessions including the Welcome Reception (Feb 17) and Conference Dinner (Feb 18). We will update you with weather forecasts as time gets closer to the Conference, and similar information will also be posted on the EMP2011 website for your easy reference.

Insurance

Kindly check the validity of your personal and medical insurance. The Conference organizers would not accept liability for personal injuries or loss or damage of property belonging to the Workshop participants.

Departure for international participants

Transportation from your hotels to Kaohsiung international airport can be arranged free by the organizer. Please contact the Service Desk/Registration Desk at least 3 days before the Conference ends.

Accommodation:

There are a fair amount of hotels in Tainan city at various standards from 2 to 4 stars. Some are within walking distances and others about 20 min by car from NCKU (traffic is usually smooth in the city). Below are some hotels commonly used by our visitors.

For students, there is a limited number of university-run economy accommodation located right on campus. Please email the workshop secretariat if you are interested. They will be on a first-come-first-serve basis.

Please book your hotel on-line as soon as convenient. Hotels may or may not require credit card for reservation. If you would like to share a room with other participants and would need our help to arrange partnership, please do not hesitate to write to the secretariat: noonan_a@hotmail.com

Most of our hotels provide free breakfast for guests. Around the hotel areas, there are plenty of interesting restaurants with prices ranging from NTD 150 to 900 (~USD 5 to 30) per meal.

NCKU is conveniently located close to the train station and has easy access to the High Speed Rail when one can spend day trips to the nearby cities like Kaohsiung or Taipei. Shops from night markets to large departmental stores are also within 20 min driving distances from campus or your hotel. Taxi charges (3 to 4 seats/car) start from NTD 85 (~USD 3)/first km, and a 20 min taxi ride usually cost about NTD 250 to 300 (~USD 8 to 10). You will need to provide some kind of Chinese scripts on a piece of paper and show it to the driver indicating the place you like to go, as English is not the commonly spoken language here.

Most university students and staffs would be able to communicate in English, although some may be a bit rusty. The workshop personnel at the Registration Desk will be happy to provide travel information, local/city maps and other assistance if you would need to explore the city by yourself. Similar to other small cities in the world, Tainan city (population 750,000) is a relatively safe neighborhood if one stays away from pubs and does not wander around alone late at night.

* [Map: The route of the following hotels and NCKU Campus](#)

 Hotel Tainan	 Zenda Suites	 Shangri-La's Far Eastern Plaza Hotel, Tainan	 Nan Pao Hotel (Flower Hotel)
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Hotel Tainan



Hotel Tainan is located in the prime district of Tainan. The hotel is right across the street from the Tainan railway station and within walking distance to several bus stations, post office, Shing-Kuang Mitsukoshi, Focus Department Stores and Min-Zu Shopping Center. National Cheng Kung University and Central Park are also within 1-mile radius. It is extremely convenient for both business and vacation travelers.

Restaurants in the hotel have been certified from the highest national health bureau, HACCP, with praise for its "No Smoking" Policy. Hotel Tainan routinely renovates its guest room, ensuring a comfortable stay at all times.

Rooms & Rates

Business Single

■ Room size:	285.1 sq. ft.
■ Price (NT\$) :	3960+10%
	2,100 (1 person)
■ Special (NT\$) :	2,350 (2 persons)
	(Incl. tax and 1 breakfast)
	70.00 (1 person)
■ Equivalent to US	
Dollars	78.33 (2 persons)



Business Twin

- Room size: 285.1 sq. ft.
- Price (NT) : 4,400+10%
- Special (NT) : 2,500 (2 persons)
(Incl. tax and 2 breakfast)
- Extra bed: 700 (NT)
- Equivalent to 83.33 (2 persons)
US Dollars

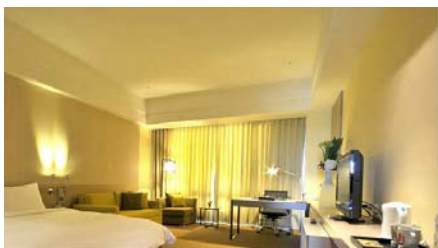


Zenda Suites



[Zenda Suites](#) is located next to National Cheng Kung University main campus and National Cheng Kung University College. Zenda Suites was just opened in November, 2008.

Single Room



Double Twin Room



Rooms & Rates:

Room Type	Room Rate/Night (net)	Number of continental breakfast /room/night included
Business Single Room (1 Super King Size Bed)	NT\$2,340 (~USD78, ~EUR59)	One
Deluxe Twin Room (2 Queen Size Beds)	NT\$2,925 (~USD98, ~EUR74)	Two
Other facilities	Coin-operated laundry machines, free in-room internet connection, use of Fitness Center.	

Shangri-La's Far Eastern Plaza Hotel, Tainan



Shangri-La's Far Eastern Plaza Hotel, Tainan was just opened in October 2008.

Located next to the university main campus, and within walking distances to downtown historical and cultural treasures and is conveniently situated next to the city's main train Station. The Taiwan High Speed Rail Station (THSR), which has connections to other major cities.

The hotel faces the National Cheng Kung University (NCKU) and is 40 minutes by car to the Science and Technology Park (STSP), a base for high-tech companies producing semiconductors, optoelectronics, and other high-tech products.

Deluxe Room



Rooms & Rates:

Room Type	Room Rate/Night (net)	Number of continental breakfasts /room/night included
Deluxe Room for 1 person (1 King Size Bed)	NT\$3,100 (~USD104, ~EUR78)	One
Deluxe Room for 2 persons (1 King Size Bed or 2 Single Beds)	NT\$3,600 (~USD114, ~EUR85)	Two
Other facilities	For more information, please click here: http://www.shangri-la.com/en/property/tainan/fareasternplaza	



Nan Pao Hotel