

Time	Friday, May 3	
9:00 – 10:00	<p>Matrisciano-Mayerhofer, Sara Ruhr-Universität Bochum Multilingualism as the key of integration? The role of linguistic diversity in French company magazines Sitzungssaal 1 AD.0.114</p>	
	<p>Session 1 Sitzungssaal 1 AD.0.114</p>	<p>Session 2 / Workshop Sitzungssaal 5 AD.0.095</p>
10:00 – 10:30	<p>Flubacher, Mi-Cha & Studer, Patrick Zürcher Hochschule für Angewandte Wissenschaften Teaching Linguistic Diversity Management: Challenges and opportunities</p>	<p>Weder, Franzisca WU Wien Sustainability. Linguistic, terminological and conceptual diversity</p>
10:30 – 11:00	<p>Martin, Karin & Heller, Colin FH Kärnten Multilingualism in business and language management - A potential approach to raise awareness among future managers about multilingualism in a business setting. A pilot project of the Carinthia University of Applied Sciences, Intercultural Management program</p>	
11:00 – 11:30	<p>Coffee break - Kaffeejause - Intervalo para café - Kahvitauko - コーヒーブレイク - Pausa caffè</p>	
	<p>Session 1 Sitzungssaal 1 AD.0.114</p>	<p>Session 2 Sitzungssaal 2 AD.0.122</p>
11:30 – 12:00	<p>Kabalin Borenić, Višnja & Kiss Kulenović, Boglarka Sveučilište u Zagrebu Preparing students for linguistic diversity in the workplace through developing a training programme</p>	<p>Okamura, Akiko 高崎経済大学 How do the advertisers use English and linguistic diversity in the Japanese housing market?</p>
12:00 – 12:30	<p>Warren, David & Reddy-Hrisenko, Krishne FH Technikum Wien Preparing for the Mid 21st Century Workplace: The Challenges and Opportunities Associated with Linguistic Diversity in the Context of the 4 C's - Creativity, Communication, Critical Thinking and Collaboration</p>	<p>Tolvanen, Eveliina & Kuosa, Anne-Maria & Wide, Camilla Turun yliopisto Linguistic landscapes in the public sector</p>
12:30 – 13:00	<p>Bernal, Carla & Schnitzer, Johannes WU Wien Multilingualism and minority languages in external corporate communication: an analysis of Spanish websites</p>	<p>Martínez Sosa, Maria Isabel Barna Management School Challenges and opportunities in the communication of Community-Based Tourism in the Dominican Republic</p>
13:00 – 14:30	<p>Pausa para el almuerzo - লাঞ্চ ব্রেক - Mittagspause - Přestávka na oběd - Pausa para o almoço</p>	
14:30 – 15:00	<p>Volgger, Marie-Luise & Atzlesberger, Ute Maria & Frauscher, Bernadette & Rückl, Michaela Universität Wien/Universität Salzburg/CEBS/Bildungsdirektion Wien Why and with what goals learn and teach second foreign languages? Conceptual reflections on integrated language education at vocational secondary schools (BHS) in Austria</p>	<p>Leal, Alice & Dladla, Celimpilo University of the Witwatersrand Multilingual language policies in institutions of higher learning: Wits University in South Africa</p>
15:00 – 15:30	<p>Salaberry, Rafael Rice University Expanding linguistic diversity in professional settings: The potential of translanguaging</p>	<p>Bicsar, Andrea PH Burgenland Which language makes the difference? The role of multilingualism at a university college of teacher education</p>
15:30 – 16:00	<p>Schlabach, Joachim Turun yliopisto & TU Darmstadt Plurilingual business communication and linguistic diversity - About plurilingual proficiency, plurilingual courses, and impact studies</p>	<p>Claes, Marie-Thérèse WU Wien Are we speaking the same language?</p>
16:00 – 16:30	<p>Pausa para café - Pauza za kavu - Pause café - Přestávka na kávu - Pausa per café - কফি ব্রেক</p>	
16:30 – 18:00	<p>Panel discussion Linguistic Diversity in Professional Settings: Practices Sitzungssaal 1 AD.0.114 with Zeynep Arslan, Vienna Healthcare Association Monika Haider, equalizent Christoph Hadek, Austrian Post Moderated by Bernadette Hofer-Bonfim, WU</p>	
18:00	<p>Apéro - A Glaserl Wein - Anepo - Aperitivo - Get-together</p>	
	<p>Throughout the conference, the interactive exhibition HANDS UP will be present on campus. HANDS UP is an interactive exhibition that takes visitors on an exciting journey into the world of silence. More information on the registration modalities will follow shortly on our conference website.</p>	
	<p>The exhibition is financed with the kind support of the Rectorate of the Vienna University of Economics and Business (WU) and the Competence Center for Sustainability Transformation and Responsibility (STaR)</p>	