



ELTAS

ENGLISH LANGUAGE TEACHERS
ASSOCIATION STUTTGART



The Rule of Three in ELT

A lively, practical workshop on how a simple principle from rhetoric, storytelling and memory science can sharpen language learning, task design and professional communication.



Date:
Saturday,
27 June 2026



Time:
2:00 to
5:30 p.m.



Venue:
ISM, Maybachstr. 20,
70469 Stuttgart



To register email: events@eltas.de



Registration fee: Free for members of ELTAS and other German ELTA associations; guests 25 euros.



Workshop Description

Teaching a language class can sometimes feel like performing a circus act: walking the tightrope between accuracy and fluency, bending over backwards to meet different needs, and juggling complex demands, ideas and materials. And our learners may feel similarly overwhelmed by the amount of information they're expected to process and remember.

In this lively and practical workshop, you'll discover how the Rule of Three – a simple yet powerful principle found in rhetoric, storytelling and memory science – can support language learning, task design, and professional communication. We'll try out three activities that demonstrate the principle in action, and explore how they can be adapted to different teaching contexts, learner profiles, and proficiency levels.

By the end of the workshop, you'll have three ready-to-use teaching activities, three strategies for making lessons more memorable, and three ways to strengthen your own communication, as well as having made a few new professional connections within the ELTAS community.

3

3 ready-to-use
teaching activities

3

3 strategies for
memorable lessons

3

3 ways to strengthen
your communication



YOUR SPEAKER

Stephanie Ashford

Stephanie Ashford is a lecturer at the Baden-Württemberg Cooperative State University in Villingen-Schwenningen, where she teaches English for business and business in English. She is also a seasoned teacher trainer and ELT materials writer, most recently as co-author of *Business Impact*, a new modular business English series (Delta Publishing).



Register now: events@eltas.de



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