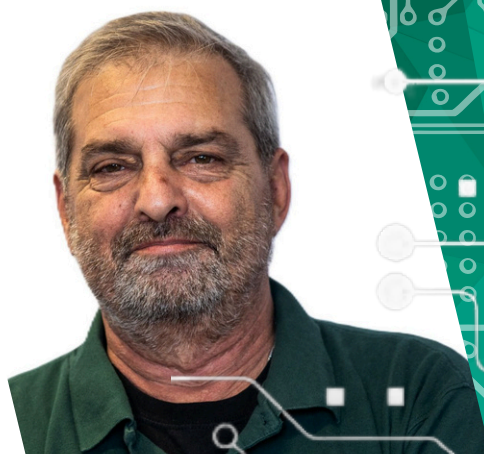




2026



TITLE:

YOU CAN'T PROGRAM PASSION - WHY AI CAN'T REPLACE THE HEART OF TEACHING

SPEAKER: ROB HOWARD

PRESENTATION TYPE: PLENARY

Abstract

In an age where AI tools are transforming classrooms, one element remains irreplaceable: teacher passion.

This talk explores why passion is central to English language teaching and how it fuels motivation, creativity, and resilience in learners. While AI can assist with practice, feedback, and efficiency, it cannot replicate the human spark that inspires students to take risks, persevere, and find joy in language learning. Drawing on classroom stories, practical examples, and reflections, the session will highlight how teachers can harness technology while protecting and amplifying the passion that makes their work transformative.

Biography

Rob Howard is the owner of the Online Language Center and Business Language Training Institute. He is a teacher, writer and frequent worldwide speaker and trainer on Business English, Teacher Development, Entrepreneurship, teaching online, and using technology and images. He is the current IATEFL Poland president, former Joint Coordinator of the IATEFL BESIG, Gallery Teachers Masterclass presenter, iTDi TOEFL course trainer, member of the C Group, as well as co-founder of the Independent Authors & Publishers. Rob is also the creator of EFLtalks, teachers teaching teachers, nominated for the 2016 British Council's ELTon Award for Innovation in Teacher Resources.