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TITLE:
Can teachers realistically create a "digital clone"
to handle routine work—or is it just a tech myth?
SPEAKER: Anna Lipina
PRESENTATION TYPE: WORKSHOP

Abstract:

Can teachers realistically create a "digital clone" to handle routine work—or is it just a tech myth?

This session explores how no-code automation may allow ELT professionals to delegate repetitive administrative and classroom tasks to simple workflows. By automating processes like feedback delivery, scheduling, and documentation, teachers and managers can reclaim time and mental energy for teaching and decision-making. The focus is not replacement, but professional amplification: using automation to support, not overshadow, the human role of the educator.

Bio:

Anna Lipina, PhD, is an academic and research director, linguist, and teacher trainer with over 15 years of experience in English language education. DELTA certified, she has led international research on digital transformation in education and directed a university language department serving over 1,000 students annually with a team of 39 associates. Her expertise spans linguistics, ESP, and digital learning.