

Event Programme

ELT Marketing Conference 2010

Westminster Conference Centre,
1 Victoria Street, London

Thursday 21st January 2010



*The event is organised in association with the **ELPG** (English Language Promotions Group)
– a partnership between: The British Council, VisitBritain, UK Trade and Investment and
English UK.*

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ELT Marketing Conference 2010

Thursday 21st January,

The Westminster Conference Centre, 1 Victoria Street, London

The Conference

The English Language Promotions Group (ELPG) is delighted to present the second staging of the ELT Marketing Conference, an event specifically for the TESOL/TEFL industry. Delegates include international business managers, heads of department, marketing managers, marketing staff, school principals and any other personnel charged with marketing and promotion roles in a variety of state and private sector ELT institutions. This event is aimed primarily at employees with an interest in the English language sector but would also be relevant for those involved with international students through the provision of other forms of education.

The English Language Promotions Group (ELPG)

The ELPG, which came into being in 2008, is comprised of the British Council (Education UK and Accreditation UK), English UK, UK Trade & Investment and VisitBritain. It was formerly known as the SPG (Strategic Promotions Group), which was set up in August 2005 to work towards a more coordinated approach to the promotion of the UK's ELT sector by the members of the group. The purpose of the ELPG is to help promote and boost trade for the accredited ELT sector and its activity includes the organisation of a series of successful boutique b2b fairs with upcoming destinations including Dubrovnik and Hanoi.

The Programme

This prestigious top class event serves as a professional network and forum for those involved in the creation, marketing, promotion and delivery of English Language-related products to international students. The event will help participants to develop their expertise, knowledge, and effectiveness whilst staying up to date with the latest technological, market and global advances. The ELT Marketing Conference has a strong programme of plenary sessions, electives and market information sessions with facilitated discussion to help participants to share experiences and showcase examples of best practice. The programme features a combination of expert speakers both from within the ELT sector and from outside of the sector.

Supported by Cambridge ESOL

The ELPG would like to extend its warm thanks to Cambridge ESOL for again agreeing to support the ELT Marketing Conference. The Cambridge ESOL team will have a stand at this event and will be happy to talk to delegates about how Cambridge ESOL exams can help them to grow their market presence. Why not join Eoin Geraghty for his session and learn about the latest trends in the summer market? For further details about Cambridge ESOL please go to: www.cambridgeesol.org

English UK Training Days

English UK offer training days throughout the year specifically related to those who work in the ELT industry. For those who would be interested in further training relating to Marketing in ELT why not take a look at the English UK website (www.englishuk.com/training)? Upcoming sessions include: Colin Gilligan who will be delivering a Marketing Master-class on *Creating and Implementing Effective Marketing Plans*. Internet Advantage will also be offering sessions on a range of Internet marketing tools and Ashley Rowlands will be helping organisation's to develop new markets.

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Special Offer on training days: Buy two, get one free!

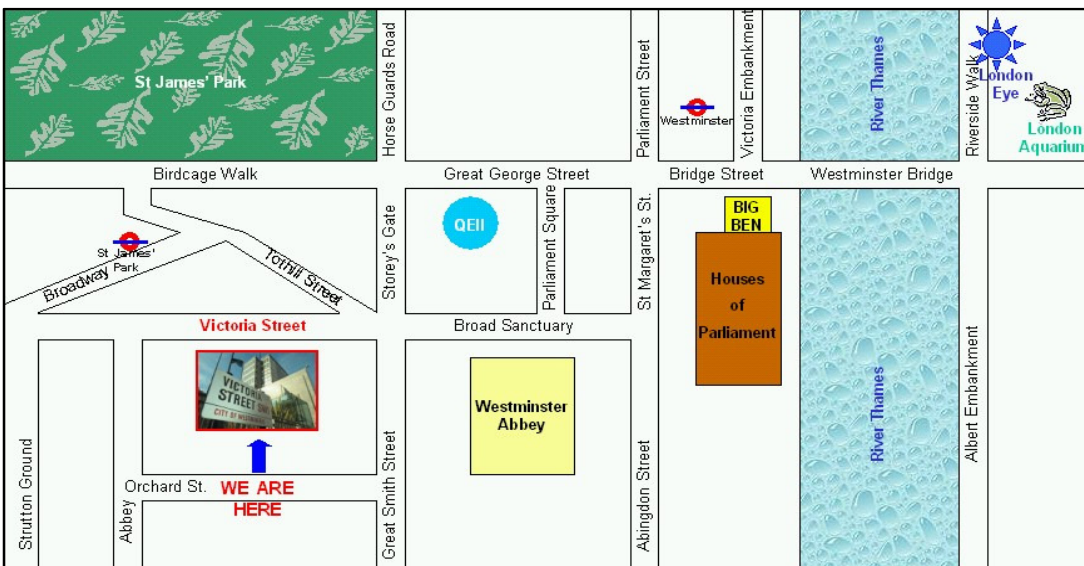
The special offer on English UK training days has been extended to the end of February 2010. This offer relates to all training days in the 2009-2010 academic year and entitles English UK Member and ACS centres to attend three training days for the price of two*. Please see in your delegate packs for further details of this offer and a list of the training days coming up over the rest of this academic year.

* The cheapest day is free and this offer does not apply to English UK courses or conferences.

The Venue

A purpose-built conference venue located in central London, the Westminster Conference Centre has been generously provided by UK Trade and Investment. The excellent venue provides an ideal learning environment with state of the art technology and high quality in-house catering. The venue is conveniently located near Victoria and has excellent access by public transport. It is also a stones-throw away from several famous central London landmarks including Big Ben, Westminster Abbey, Buckingham Palace and the London Eye.

Map to 1 Victoria Street



Conference Centre Address:

1 Victoria Street, London, SW1H 0ET

Bus: N^{OS} 11, 24, 148, 211 stop right in front of the venue. Other bus routes pass nearby. Visit Transport for London for further information.

Underground: 1 Victoria Street in walking distance of Victoria, St James' Park and Westminster stations. Check the Transport for London website to plan your journey.

Rail: Victoria, Waterloo and Charing Cross stations are 10 to 20 minutes away by foot or by tube. Schedules on National Rail website.

Car: Parking is available at sites in Horseferry Road and Abingdon Street.

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ELT Marketing Conference 2010, Programme Overview

	09.15 10.00	Registration and Coffee/Tea <i>Exhibition Hall</i>		
	10.00 10.05	Welcome to the Conference by Henry Tolley (Cambridge ESOL)		
PLENARY	10.05 11.00	Will Kinsman I'm a Customer - Get Me Out of Here! Keynote Address		
	11.00 11.20	Refreshment Break		
	11.20 12.10	<i>Elective 1A</i> Chris Price Marketing in the Digital Age	<i>Elective 1B</i> Martin Bojam Branding	<i>Elective 1C</i> Adrian Liley Vietnam
	12.15 13.05	<i>Elective 2A</i> John Taylor What do Students Really Want?	<i>Elective 2B</i> Paul Mason Translate your Website and Win More Business	<i>Elective 2C</i> ELPG Forum Maximising Exhibitions
	13.05 13.50	Finger Buffet Lunch		
	13.50 14.40	<i>Elective 3A</i> Richard Day & Jodie Gray What Agents Really Really Want!	<i>Elective 3B</i> Sue Froggatt Market Research	<i>Elective 3C</i> Eoin Geraghty (Cambridge ESOL) Trends in the Summer Market
	14.45 15.35	<i>Elective 4A</i> Adrian Liley Thailand	<i>Elective 4B</i> Michael Carrier (British Council) BC Support with Promotions	<i>Elective 4C</i> Dee Roach Current Trends in Education
	15.35 15.50	Refreshment Break		
PLENARY	15.50 16.45	Derek Williams The Best Customer Service Doesn't Have to be American Closing Plenary		

Sessions and Speakers

The Opening Plenary

I'm a Customer - Get Me Out of Here!

Will Kinsman

Ever felt it's a jungle out there when it comes to recruiting new customers, getting your brand noticed and keeping existing contacts loyal? Well that's because it is, with a whole range of perilous customer service traps ready and waiting for your hard won customers to fall into! This practical and lively session explores some of the main potential pitfalls, considering just why it can be so easy to fall into them and offering anyone responsible for managing or marketing an ELT business some practical ideas on turning customer trials into customer treats!

Will Kinsman - Prior to joining Bell at the start of 2006, Will enjoyed a highly successful career working for some of the biggest brands in the financial services industry in a range of senior sales & marketing roles. Since joining Bell, where he is responsible for sales, marketing and customer service throughout the group, he has begun the work of re-structuring and re-aligning the marketing and customer service infrastructure, introducing best practice solutions from other service industries and re-shaping Bell's customer proposition ready for the world of the never-satisfied consumer.

Elective sessions 1

1A. Marketing in the Digital Age - communicating to potential students in ways they wish to be communicated to

Chris Price

The information age has changed the fundamentals of marketing and recruitment for education institutions. This presentation will give an introduction to e-marketing and impart information that will give an insight into marketing and recruitment in this new and complex digital marketing era. In the digital age of 'total information', institutions need to re evaluate relationships with the prospective customers i.e. students and other stakeholders. The rapid growth in all types of new media technologies means that those responsible for marketing and recruitment in institutions need to understand and embrace these new tools for the benefit of their organisations quickly and effectively. Increasing transparency and opportunities for mobility will inevitably increase the competition for the best students among education institutions in Europe and worldwide. As a result all staff need to be talking to students in a way they wish to be talked to i.e. digitally in many communication transactions.

Chris Price is the International Director and Partner of MJD Consultancy Ltd (www.mjdconsultancy.com), a marketing communications and advertising agency, specialising in advertising management and technology solutions for education organisations. A Fellow of the CIM, Chris has worked in Higher Education and International education/affairs including EFL marketing and recruitment for 17 years at several Universities and educational institutions. Chris has extensive experience of training and development on a wide range of international educational issues. He has run several T&D programmes for the British Council, DAAD, EAIE, Education New Zealand, ICEF, Archimedes Foundation and The Helsinki Higher Education Research Area (HERA) as well as for many individual institutions and organisations. Chris has been on the Marketing & Recruitment Steering Group and Professional Section Board of the EAIE since late 2002 and was recently appointed chair of that group.

1B. Branding - what it is, why it matters, and how to do it!

Martin Bojam (360 Media)

Branding is a means of identifying one's institution for its stakeholders and differentiating it from its competitors. Arguably it has a long and proud history in Education, contrary to popular belief, but perhaps it is only now that it is becoming central to the thinking of owners, managers and administrators within the sector. The brand impacts upon every one of the multiplicity of interested parties, and is vital in this era of heightened competition, financial uncertainties, the growth of online education, and the arrival of new distribution channels. Its importance in terms of student attraction and staff recruitment is of course more immediately obvious. There are many ways in which to build a brand, and this session will describe a straightforward process which is achievable regardless of budget. It will cover the research process, how to focus on what's important, developing the vision, communicating the brand, and, of course, measuring the outcomes.

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Martin Bojam has over 10 years experience in the education sector and works across the spectrum of British education, from universities, FE Colleges and business schools to independent schools and organisations such as the British Council. He has collaborated with many industry bodies such as CASE, NAFSA, English UK and AMBA, and has spoken at many of their conferences, in the UK and elsewhere. A graduate of LSE, Martin started his career in fmcg marketing before moving to work in a number of marketing and advertising agencies. Martin was, until recently, Deputy Chairman of JWT Education, where he led a team providing market research, brand development and marketing communications services for education institutions of all kinds.

1C. Vietnam – the new boom market?

Adrian Liley

Vietnam is relatively new to the study abroad field and is currently experiencing rapid growth, attracting considerable interest from schools, colleges and universities from the west. Naturally, the visa issue dominates at the moment and this session will concentrate on:

- The current condition of the market
- Most popular courses
- What a typical agent finds easiest to sell
- Weaknesses and strengths of the market
- The Future (i.e. possibilities in 2010)

Adrian Liley has worked for over 30 years in the language teaching industry both as a teacher and as a marketing person. He has taught for a variety of large and small language schools in London, Tokyo and spent 5 years in Saudi Arabia and Qatar, while on contract with the British Council. He has marketed for organizations like Embassy, Regent and International House London. Recently he opened his own educational consultancy company in China (Suzhou) called Asiaquest. He has lived in China for the past seven years. When not marketing in countries like Japan, Korea, Taiwan, Thailand, Vietnam and China of course, he spends his time writing thrillers associated with the ELT industry.

Elective sessions 2

2A. What do Students Really Want?

John Taylor

Assessing the Student Experience associated with English Language Teaching (ELT) was commissioned by in 2009 by the Joint International Unit (JIU), with funding from the Prime Minister's Initiative for International Education (PMI2) and support from English UK. In total, over 2,250 responses were received from students studying an English language course in the UK between February and March 2009. More than 50 individual English language providers engaged in the process, which is likely to be repeated in 2010. This session will drill down into the decision-making data collected through the initiative, providing insights into students' motivations for choosing to study in the UK and their particular choice of institution. The session will also examine how important certain decision "influencers" are to students, including friends, agents and the institutions' own marketing. Satisfaction levels with agent services, differences in decision-making across student groups (nationality, course type) and institution type (region, sector and size) will be examined. The presentation will be followed by a short Q&A and a discussion about the impact of the results on institutions' own marketing.

John Taylor has been with i-graduate since its inception in 2005, and brings to the organisation 30 years experience in higher education development, consultancy and market research. He has recently led the development of the Wales Student Barometer and 'Why Wales', an in-depth research project about perception of Wales as a study destination, as well as the "understanding Career Motivation in HE" study, sponsored by the Leadership Foundation for Higher Education and the HE Alumni Barometer. John has degrees in History and Politics and in International Relations, a post graduate teaching certificate, specialism lecturing experience at post graduate level, and is a member of the Chartered Institute of Personnel and Development.

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2B. Translate your Website and Win More Business

Paul Mason

Approaching your customers in their own language clearly makes sense, and a well translated or 'localised' website gives you a competitive edge. This talk will cover practical issues such as how to:

- adapt the structure of your website to accommodate foreign language pages while keeping it easy to navigate;
- ensure your translated website is search engine friendly;
- deal with meta-text;
- designate languages (words vs flags);
- weigh the pros and cons of having a 'country code top level domain' (CCTLD), e.g. .de, .fr, .es etc.;
- keep your website up to date and consistent across all languages;
- work with 'dynamic' websites, content-management driven websites;
- plan for the 'expansion/contraction' effect (whereby different languages will take up different amounts of space);
- adjust the order of FAQs to reflect different cultures
- test hyperlinks following translation;
- field enquiries/bookings in foreign languages

Paul Mason owned and managed Cicero Languages International (British Council Accredited member of English UK) from 1980 to 2006. He is the Managing Director of Cicero Translations, which provides translations of brochures, instruction manuals, legal documents, reports, and surveys; localisation of websites, voice-overs for DVDs, interpreting for international conferences and court proceedings; and which counts several language schools, universities and EFL associations amongst its clients. Paul has lived in France, Brazil, and Japan, and travelled all over the world promoting Cicero's businesses. He is a former director of Quality English and an active member of the Market Research Society.

2C. Maximising Exhibitions

ELPG Forum

A panel of industry experts, chaired by English UK's Annie Wright, will explore the benefits for educational providers of attending exhibitions and fairs and how that activity fits into the institution's overarching business strategy and objectives. Panelists will share their own experiences, successes and examples of best practice by offering practical insight into each of the key stages in the approach to an event: from pre-event preparation, working the event through to following up with contacts. Delegates will have plenty of opportunity to interact with the panel and will learn how to generate, retain and grow additional business for their organisation.

Panelists include:

Annie Wright (Deputy Chief Executive, English UK and Chair)

Blair Byfield (Head of Language Travel Sales, Bell International)

Dee Roach (Education UK Trainer and Freelance Consultant)

Claire Gossage (Head of International Marketing, University of the Arts)

Elective sessions 3

3A. What Agents Really Really Want!

Richard Day & Jodie Gray

Find out what agents really want. Richard Day and Jodie Gray present the results of English UK's recent worldwide survey of agents. Topics include the agent-client relationship, communications with partner schools, fairs and workshops, inward missions, agent training, agent associations and the UK versus other EL destinations.

Richard Day is the Director of English in Chester, a school he has been associated with for 33 years. He now focuses on Marketing and Business Development for the School. Richard is currently on the Board of English UK and for the last 20 plus years has held different positions on various English UK and formerly ARELS Boards and Committees. His chief interest has always been Marketing. For the last few years he has been Chair of the English Language Promotions Group and a keen supporter of the "boutique fairs" run by the group.

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Jodie Gray is the International Marketing Manager at English UK and is responsible for all marketing and promotional activities. Jodie graduated with a degree in Chinese and Hindi from Cambridge University. She went on to work in the ELT sector, first as a teacher at Beihang University, Beijing and then in the administration team of a large language school in Cambridge. She has also worked as a site manager for a music and corporate events company. Jodie is currently completing her Chartered Institute of Marketing Professional Diploma.

3B. Market Research

Sue Froggatt

What do you need to know before you develop a marketing strategy to attract international students or look for suitable collaboration partners to help you promote your ELT institution? It is important to check or confirm that you have all the information you need before you commit your marketing resources. This session will highlight the key research you need to undertake to develop your plans and manage your sales and marketing activity. It will also cover:

- The key stages of the research process
- The options you have for collecting research
- The pitfalls to watch out for when using research
- Hints and tips on how to design effective questions

The session will be both practical and strategic and give you ideas that you can take away and tweak or refresh your existing approach. Make sure you are fully armed and prepared with the knowledge you need to drive your marketing forward!

Sue Froggatt is an independent marketing consultant and trainer. Her career started working in market research for General Foods, and then working in Australia's largest private research agency Roy Morgan Research, looking at consumer behaviour and how the data could be used to help marketing and brand managers make decisions. She then worked as a Director in the IT and Internet industry for DIALnet plc. Sue set up her own training and consulting business 12 years ago. She now works with many training and membership bodies, helping them raise their profile, attract and retain members for training events. Sue also undertakes industry benchmarking research, and is a regular conference speaker and writer.

3C. Trends in the Summer Market

Eoin Geraghty (Cambridge ESOL)

The summer market is a very important source of revenue for English UK centres. Many of the main markets supplying students are undergoing changes in the position of English in their employment and education markets. Students are increasingly coming to the UK to gain an advantage in their home employment and education markets. Knowing what these pressures are will help you market your business more effectively. From his unique position of working with institutions in the compulsory education sector and state education authorities around the world, Eoin Geraghty will discuss some of the trends affecting UK's main summer markets.

Eoin Geraghty is Global Manager for the School Sector Unit in Cambridge ESOL. Eoin's department is focused on leading the development of Cambridge ESOL assessment products for the compulsory education sector around the world, working closely with Education Ministries and other national and regional agencies. Before joining Cambridge ESOL, Eoin gained considerable business development experience from the technology and food industries. He later spent eight years in the education sector, working in the fields of marketing and business development. Eoin has one master's degree in Communications and a second in Business.

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Elective sessions 4

4A. Thailand – the new boom market?

Adrian Liley

Although Thailand has been established in the study abroad field for some time it is currently experiencing rapid growth, attracting considerable interest from schools, colleges and universities from the west. Naturally, the visa issue dominates at the moment and this session will concentrate on:

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- Most popular courses
- What a typical agent finds easiest to sell
- Weaknesses and strengths of the market
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4B. BC Support with Promotions

Michael Carrier (British Council)

The UK has always been a prime destination for learners of English, but we must recognise that it is not the only destination available for students who wish to improve their English. We must therefore search for new ways to reach out to students overseas and engage them in considering the UK as their first destination of choice. This means that we need to be active in promotion, but also that we need to be close to the customer's needs in terms of the kind of course products they are really interested in. We need to be innovative and ensure that we match and improve on what our competitors are offering. This talk will outline some of the ways we should approach this issue and some of the ways in which the British Council can assist in raising the profile of UK ELT overseas.

Michael Carrier is Head of English Language Innovation for the British Council. He has been involved in ELT for over 25 years as a teacher, trainer, author, school director and network director. He has worked in Germany, Italy, Poland, UK, USA and lectured worldwide. He was formerly Director of Eurocentres in Washington D.C., and CEO of the International House World network. He is currently serving on the boards of EAQUALS, ELTJ, Language Teaching Journal, and The International Research Foundation. His special interest is the application of technology to ELT and he is Technology Editor of Modern English Teacher.

4C. Current Trends in Education

Dee Roach

In just four simple words - "The World is Flat" (the title of his thought-provoking book), Thomas Friedman has succinctly summed up the biggest and most far-reaching implication of modern globalization ... the global competitive playing field is being leveled and the world (effectively) is being flattened. This is one of a number of current trends that will be explored in this session as we take a cursive look at the way in which the world continues to change at a dizzying rate and discuss the implications, opportunities and challenges that face all of us working within the international education sector as we move further into the "noughties".

Dee Roach describes herself as a linguist and professional marketer who "sort of fell into international education" some fourteen years ago. Her career in international education marketing began as the International Development Coordinator (and then Manager) at Sheffield Hallam University in 1995. In 2001 Dee was head-hunted by IDP Education Australia to establish their UK office in London as part of their strategic development plan for global expansion and diversification. Following a four year stint with, Dee established her own consultancy where she is currently involved in a number of highly innovative and unusual ground-breaking projects.

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The Closing Plenary

The Best Customer Service Doesn't Have to be American

Derek Williams

This session will demonstrate in practical ways how to translate service into increased profits with a focus on the following key areas:

- **Why is service so important?** This might seem like a silly question but it's one that every organisation needs to ask.
- **Little things** – the importance of attention to detail. It's often the little things that your customer is going to notice and judge you on.
- **Systems** – simple systems and processes for making things happen consistently without depending on the owner/manager.
- **Communication** – the power of both verbal and non-verbal communication. Using all the senses to communicate with your customer. Communicating in a style that they will understand. And **making the invisible visible!**
- **The WOW! Factor** – what might really make your customers shout, “**WOW! That's what I call service!**” Based on literally thousands of nominations received for The WOW! Awards, this session will bring examples that will really stretch people's horizons.

Derek Williams' passion for customer service inspired him to start The WOW! Awards. This incredible programme is now being used by some of the biggest and best businesses in the UK to help improve employee engagement and deliver great service. Derek is widely regarded as one of the gurus of customer service. An international speaker, author and past Chief Executive of the Society of Consumer Affairs, and yet what most people are inspired by is his down to earth and pragmatic approach to service. Derek speaks from the heart with tremendous passion and energy. His messages are hard hitting and inspirational. And it's more than just the theory of service. Derek demonstrates in practical ways how to translate service into increased profits.

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