

News Release
9 March 2012

Dionysian delights at the English UK Fair, Athens 2012

The English UK Fair, Athens 2012 took place at The Westin Athens, Astir Palace Resort from Tuesday 6 to Friday 9 March 2012. The workshop was organised by English UK in partnership with and supported by the British Council, UK Trade & Investment and VisitBritain.

The fair brought together 30 English UK member centres and agents from Greece, Turkey, Bosnia and Herzegovina, Estonia, Georgia, Armenia, Romania, Cyprus, Croatia, Poland, Russia, Ukraine, Bulgaria, Czech Republic, Slovakia, Serbia and the United Kingdom.

Also attending the fair were representatives from the British Council Greece and Cyprus and from UK Trade & Investment in Bosnia and Herzegovina and Serbia.

The programme of social events, seminars, and one-to-one appointments in an elegant resort, with spectacular views of the Saronic Gulf, in the heart of the Athenian Riviera gave educators and agents the opportunity to really get to know each other and develop long-lasting productive partnerships.

The Alexander Ballroom at neighbouring Arion Resort & Spa provided the perfect setting for the welcome reception. With its luxurious ambience, complemented by crystal chandeliers, elegant design and spectacular views to the sea and the resort's gardens, participants were able to relax and network whilst savouring on delectable Greek cuisine.

With an engaging seminar programme on the second day involving an interactive networking session, delegates had the opportunity to discuss and share their ideas of what studying English in the UK means to them as a brand and to put names to faces in a game of business card bingo.

After a productive afternoon of appointment sessions, delegates enjoyed an evening of culture at the award winning Acropolis Museum, home to masterpieces of ancient Greek civilization and art, including sculptures, friezes, and figurines. This was followed by dinner at Dionysos, a classic landmark restaurant offering spectacular views of Athens and the Acropolis.

Once all the hard work was over on the final day, delegates relaxed in style at the farewell gala dinner hosted at the British Ambassador's Residence.

The stunning Residence is an historic monument in its own right. It is one of the most elegant and best-preserved neo-classical mansions in central Athens.

Delegates were welcomed by Her Majesty's Ambassador himself, Dr David Landsman OBE, who spoke of the importance of English as an international language and the quality of a British education.

Delegates praised the overall organisation and programme, convivial atmosphere and business networking opportunities of the fair.

Steve Phillips from Internexus Regents College commented: 'Another wonderful English UK Fair with a good mix of agents looking for a range of programmes'.

The study abroad agents were equally impressed. Nargiza Makatsaria of ELL. Ltd in Georgia remarked: 'This is a brilliantly organised fair. It was great because educators and agencies spent three days together and really got to know each other - there's no better way to network'.

The next English UK Fair for the Central, Eastern and Southeast Europe region will be held in Prague, from Tuesday 5 to Friday 8 March 2013 at the Crowne Plaza Prague Castle and the Strahov Monastery. This is a charming hotel nestled on the grounds of the UNESCO protected site of the Strahov Monastery and within the property of Prague Castle. The programme will include seminar and appointment sessions, welcome reception, an evening tour of Prague by historic tram and a farewell gala dinner at the Troja Chateau.

Find more details and book online at www.englishukfairs.com.

Notes to Editors

1. English UK is the world's leading language teaching association, with more than 450 accredited centres in membership. It covers university and further education college language departments, international study centres in independent schools, educational trusts and charities, and private sector colleges. English UK is a UK registered charity (www.englishuk.com).
2. English UK organises the English UK Fairs in partnership with the British Council, UK Trade & Investment, and VisitBritain, which together form the English Language Promotions Group (ELPG).
3. For more information, please contact Jodie Gray (Senior International Manager, English UK) on jodie@englishuk.com.

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