



Press release
14 September 2010

English UK's partner agency scheme gets off to a flying start at StudyWorld London

More than 90 agents attended a seminar launching the new English UK Partner Agency Scheme in London.

The scheme is a new initiative to recognise study abroad agencies and educational consultancies which are successfully promoting the UK as an English language teaching destination. Successful applicants will already have good working relationships with at least five English UK members.

"We have already had interest from quite a few agents around the world in joining the Partner Agency scheme," said Annie Wright, Deputy Chief Executive of English UK. "But we were really pleased to see so many people attending the official launch seminar, and we're confident that there will be a lot of applications for membership as a result."

"We're really excited about this scheme, which we think will lead to much closer working relations between our fully-accredited schools and the world's leading language travel agencies."

The scheme is simple for agents to join – the basic requirements are to have attended a Partner Agency seminar and at least one English UK-organised event, be able to provide five references from English UK member centres, and complete a detailed business profile form. Membership is valid for two years, and is currently available at a discounted introductory rate of GBP 90 until the end of 2010.

Benefits for partner agents include an official certificate, the right to use a Partner Agency logo, and access to exclusive marketing material including poster and art work files and PowerPoint presentations.

Members will also get a listing on the English UK website which will refer students and English UK members directly to them, as well as preferential access to selected English UK events and activities.

Agent Halina Juszczuk, owner of Language Abroad in Poland, was keen to join. "I'm very interested in it, partly because of being able to use the logo. People could trust me more if they can see the logo to say I am doing my best."

Vesna Salabalija of Intelekt in Slovenia was also interested. "I think it would be very good if we can have more contact with each other and not just if there's a problem."

Notes to Editors

1. English UK is the world's leading language teaching association, with 440 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. Details about the scheme are available at <http://www.englishuk.com/en/agents/partner-agency-scheme/about-the-scheme>
3. For further information, please contact Jodie Gray, International Marketing Manager at English UK on jodie@englishuk.com or +44 20 7608 7960.