



MARKETING CONFERENCE

Friday 27 September 2024



Welcome to the Marketing Conference 2024

We're happy to welcome you to our 2024 Marketing Conference.

As we emerge from the period of post pandemic recovery, the outlook is uncertain. Geopolitics, energy markets, government policies in the UK and abroad, technology and changes in student decision-making are all having an impact on the global ELT sector. What is clear is that there is opportunity for growth for UK ELT. There has never been a more important time for UK ELT marketers to gather, learn and share ideas.

From short-form video marketing to responsible AI, market trends, the climate crisis, podcasting, leveraging alumni and diversity in marketing, our plenaries, panel discussions and elective sessions cover it all. We have designed our conference and programme to be open and inclusive. We encourage participation and discussion. Everyone's thoughts are valued.

We hope that you walk away at the end of the day more inspired, motivated and hopeful than when you arrived.

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Contact the team if you have any questions:

Siobhan Baccas
siobhan@englishuk.com



Jodie Gray

**Chief Executive
English UK**

Thanks to our sponsor



Disquiet Dog

Disquiet Dog is a full-service digital marketing consultancy and agency for the education, travel and tourism sectors. From one-to-one drop-in sessions, to in-house training and hands-on digital marketing monthly support, the Disquiet Dog team will work with your team to ensure your online presence is where it should be - on page one!

As well as all of this, they also deliver challenging yet uplifting keynotes and workshops, thought leadership and consultancy to the education and training sector – [check out the blog](#) which is packed with useful articles, tips and tricks.

“Disquiet Dog have empowered us to become better at our jobs, to develop dormant skills within our team and enhance our digital footprint, and with such ease! Their ongoing support, expert knowledge and skilled insight has been tremendous. We are now well positioned online and delighted that students all over the world visit our website and inquire about the programmes we offer.” Cosmina Talos, Marketing Manager.

www.disquietdog.com

Timetable

Friday 27 September 2024

| | |
|---------------|---|
| 09:30 – 09:45 | Welcome from English UK |
| 09:45 – 10:35 | From scroll to enrolment: short-form video marketing strategies for language centre growth with Herbert Gerzer |
| 10:35 – 11:05 | Diversity in marketing for ELT - representation vs tokenism with Hannah Youell |
| 11:05 – 11:10 | Meet the exhibitors |
| 11:10 – 11:30 | Refreshments and exhibition |
| 11:30 – 12:00 | Market update and panel discussion: Youth Mobility Scheme and young adult learners with Huan Japes and guests |
| | Podcasting for educators: building community and growing your business with Laura Wilkes |
| 12:05 – 12:35 | Comparing AI usage in ELT marketing with Richard Bradford |
| | Redefining the narrative: a collaborative campaign to boost UK ELT's global presence with Shoko Doherty |
| 12:40 – 13:10 | Market update and panel discussion: China with Grace Zhu and guests |
| | Market update and panel discussion: Europe with Patrik Pavlacic and guests |
| 13:20 – 14:20 | Lunch break and exhibition |
| 14:20 – 15:00 | Navigating the future of ELT: market rankings, trends and opportunities in the global market with Patrik Pavlacic |
| 15:05 – 15:35 | Students, practitioners and the role of international education in the climate crisis with Sarah Mines |
| | Leveraging happy alumni for language centre success with Gina Rodriguez |
| 15:35 – 16:00 | Refreshments and exhibition |
| 16:00 – 17:00 | The responsible AI framework for marketing and sales: How to stand out and gain more sales through responsible AI principles with Toju Duke |
| 17:00 – 18:00 | Networking reception |

Sessions and speakers

09:45 - 10:35

From scroll to enrolment: short-form video marketing strategies for language centre growth

Short-form video platforms like TikTok, Instagram Reels, and YouTube Shorts are transforming interactions with prospective students and providing dynamic engagement opportunities.

In this session, you'll learn how to develop a creative strategy and master short-form video marketing to deliver killer content on a budget for your language school.

Herbert Gerzer, Lurn Media

10:35 – 11:05

Diversity in marketing for ELT - representation vs tokenism

Like it or not, diversity within our organisations plays a deciding role in the purchasing behaviour of our prospective customers.

That all important first impression comes from our websites, brochures and social media channels, so it's now essential that we harness every opportunity for students to have that 'I can see myself here' moment. If not, we lose out.

But it can feel like a bit of a minefield. We want to show diversity, yet we are afraid of getting it wrong, or worse still, being called out for tokenism.

This session will break down some key concerns, unpicking what true representation looks like. You'll learn actionable steps to make your marketing materials more inclusive, wherever you are in the journey.

Hannah Youell, International House World Organisation

This session will be followed by an introduction to our exhibitors.

Sessions and speakers

11:30 – 12:00

Market update and panel discussion: Youth Mobility Scheme and young adult learners

This session will explore the role of the Youth Mobility Scheme in shaping opportunities for ELT providers. It will begin with a brief presentation outlining the scheme's impact on student mobility, recruitment, and cultural exchange. Our panellists will then discuss how language providers can leverage the scheme to attract young adult learners and foster international partnerships.

Huan Japes, English UK
Shoko Doherty, Celtic English Academy
James Herbertson, Bayswater Education

Podcasting for educators: building community and growing your business

With global listenership projected to reach 504 million by the end of 2024, podcasts present an exciting way in which we can nurture and grow a community who know, like and trust us. In this talk, we'll examine success stories from schools and educational institutions who use podcasting in this way so we can envision how it could work for us too. From here, we'll explore what we can podcast about, how to plan and prepare, and the technical equipment we need to start recording. If you're interested in leveraging podcasting to grow your education business, this talk is definitely for you.

Laura Wilkes, Communicating for Impact

Sessions and speakers

12:05 – 12:35

Comparing AI usage in ELT marketing

What is going to help the most in the international battle for ELT market share? Richard will present and discuss survey findings and look at what everyone is doing with AI when it comes to marketing. Richard will offer practical and helpful suggestions on how to use AI to promote your centre.

Richard Bradford, Disquiet Dog

Redefining the narrative: a collaborative campaign to boost UK ELT's global presence

In this session, we will explore how the UK ELT sector can redefine its position in the global market by celebrating our strengths and achievements. Drawing inspiration from Iceland's successful tourism campaign, we will discuss how collaboration between member centres and stakeholders can create a powerful, authentic narrative.

Marketing and sales staff will be key players in this initiative, and through brainstorming and member-led campaigns, we aim to drive momentum, inspire pride, and secure a stronger foothold in underperforming markets. Let's work together to change the story of UK ELT for greater success.

Shoko Doherty, Celtic English Academy

Sessions and speakers

12:40 – 13:20

Market update and panel discussion: China

The session will begin with a brief presentation outlining key trends and opportunities, followed by a conversation between the panellists. Together, they will discuss market demands, cultural considerations, and the future outlook for UK ELT providers. Attendees will gain valuable insights into navigating this important market.

Grace Zhu, BONARD

Niel Pama, ES English

Tregarran Percival, UKLC

Market update and panel discussion: Europe

The session will begin with a brief presentation highlighting key trends and recent statistics. Our panellists will then discuss the changing demand for English language learning, the impact of government policies, and what providers can do to strengthen their presence in Europe.

Patrik Pavlacic, BONARD

Dirk Figuierto, Wimbledon School of English

Yeliz Hussein, Bayswater Education

Sessions and speakers

14:20 – 15:00

Navigating the future of ELT: market rankings, trends and opportunities in the global market

Join this insightful session on the current state of the global English Language Teaching (ELT) market. Patrik Pavlacic, Chief Intelligence Officer at BONARD, will provide an essential overview of the latest trends shaping the ELT industry worldwide. Patrik will delve into recent source market performance rankings, highlighting key geographies driving demand and assessing future recruitment prospects in each major region.

Additionally, the session will analyse the UK's competitive position in the global ELT landscape, exploring its strengths, challenges, and emerging opportunities. With 2023 and 2024 as the new benchmarks, attendees will gain valuable insights into market dynamics and emerging trends to stay ahead in the evolving ELT sector.

Patrik Pavlacic, BONARD

Sessions and speakers

15:05 – 15:35

Students, practitioners and the role of international education in the climate crisis

Climate action and sustainability are at the forefront of potential students' minds and they are increasingly seeking brands that align with their values. This introductory session will provide a high-level overview of the intersection between climate action and sustainability, social justice and international education. Learning outcomes include:

- connecting emerging research about the carbon emissions of international education to our impact and responsibility as practitioners
- analysing insights on student drivers and the business case for prioritising sustainability and climate justice
- understanding resources available to support the advancement of climate justice within your sphere of influence

Sarah Mines, Alethea Global

Leveraging happy alumni for language centre success

This session will explore practical strategies to transform happy alumni into powerful advocates for your language school. We will cover how to build and maintain a network of former happy students, from gathering compelling testimonials to strategically using alumni influence both online and offline to promote your language centre.

Join the session to gain new ideas for alumni outreach and content creation that can be easily integrated into your overall marketing strategy to boost enrolments and enhance the credibility of your language centre.

Gina Rodriguez, GR School Marketing



Toju Duke

Toju Duke is the founder of Diverse AI, an organisation championing underrepresented groups in AI to eliminate bias in data sets for more representative AI technology. A thought leader in responsible AI, she currently holds the role of Programme Manager for Responsible AI at Google, leading diversity and inclusion initiatives across the product and research teams.

Providing a cutting-edge framework for responsible AI, Toju is the author of Building Responsible AI Algorithms.

The responsible AI framework for marketing and sales: how to stand out and gain more sales through responsible AI principles

16:00 – 17:00

With the steady rise of Artificial Intelligence technologies which includes applications and models, how could you leverage this new and rapidly moving technology to your advantage? Could you use AI to stand out from competition, gain and retain more students, while increasing the trust and customer satisfaction for your centre?

In this session, we'll look at different ways you could leverage the benefits of AI, understand its strengths and weaknesses, and various ways to mitigate AI's challenges using a Responsible AI framework.



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