

Call for proposals for undertaking English Language Market Reports on Mexico or the Gulf States

The British Council and English UK produce a series of market intelligence reports for the accredited UK English language teaching sector.

The reports are a series of comprehensive market studies which aim to provide support for UK ELT institutions in recruiting students from overseas markets. They focus on key markets that are vital for the work of accredited ELT institutions. Our aim is to help the sector to engage with new, emerging and changing markets.

There is a need for ELT-specific market information and it is hoped that these reports will help British Council accredited institutions to gain insights into how the education market works in the target countries. The reports will assist institutions in building closer connections with, and promoting their products to, potential students and their influencers, overseas partners, study abroad agents, educational tour operators and other stakeholders.

The reports are co-funded by the British Council and English UK.

We are currently calling for proposals from research consultants and authors for undertaking reports on Mexico or the Gulf States.

Please see the attached brief for full details.

If you are interested in working on this project, please contact Amy Rogers, UK ELT Marketing Manager, British Council – amy.rogers@britishcouncil.org; +44 161 957 7651 or Jodie Gray, Head of Market Development, English UK – jodie@englishuk.com; +44 20 7608 7960.

Your proposal should cover details of your experience, knowledge and understanding of the market for English language courses in your chosen country/region, your suggested methodology and your availability to undertake the report within the required timescale.

Proposals should be no more than 500 words long. The deadline for receipt of proposals is Friday 19 June 2015.