

Thailand Agent Trip 2017: an ideal opportunity to develop business collaboration with proactive agents

Timing: 6-10 February 2017

The British Council Thailand is organising an agent trip for the year 2017, in order to enable Thai agents to gain first-hand experience; and to see the actual campuses, student life, and attractions the institutions and the cities are offering.

This will be an ideal opportunity for UK institutions to meet with a group of agents and is suitable for institutions still looking for quality agents from Thailand to work with. In addition, it will be an opportunity to show case facilities and services which the institutions are offering.

The group of agents will be carefully selected to ensure they have a strong commitment to promote UK education and have a specific interest in the sector.

Theme: English Study

The Thailand Agent Fam Trip 2017 is opened to any English course providers interested in building a relationship with Thai agents. It will be an ideal opportunity to introduce agents the school, the region and the city / town environment.

While General English is still a big market in Thailand, there has been an increase in interest in the following three types of English courses. In addition to general English, the trip also aims to high light this trend.

1. English for Specific Purposes such as English for Aviation, English for Law, English for Tourism, and etc.
2. English Plus such as English plus soccer, golf, art and design, and etc.
3. English for Juniors offered in March and April with part of the programme integrated with a lesson in a local private or a state school.

About the trip and agents

A group containing 8- 10 agents will be selected. Profiles of agents will be sent to selected institutions prior to the trip. Agents will be well briefed on the UK education system and basic information on schools or colleges they are visiting.

How to apply

For interested institutions, please complete the application form at https://britishcouncil-vksfv.formstack.com/forms/application_form_familiarisationtrip_february_2017 . The application will be treated on a first come first served basis, and how the route will be arranged. The participating fee is **£1,200 plus VAT**. This will include accommodation in the UK, domestic travel costs, and a British Council management fee in co-coordinating and managing the programme.

If you have any queries, please contact:

Contact person

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