

SERVICES FOR INTERNATIONAL EDUCATION
MARKETING

CONFERENCE 2015

Developing and marketing ESP programmes for the European market Huan Japes, English UK Ekaterina Shazalett, British Council Mark Waitsell, Accent International Nicola Hancox, Study Travel Magazine

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Session summary

- Key findings are based on the survey conducted in February 2015 among students and agents from Europe countries
- Professional development and career prospects are the main drivers for choosing ESP programmes
- There is demand apart from pure Business English courses
- Flexibility in Marketing ESP programmes

Services for International Education Marketing programme in Europe



Student profile

Age

- 40% 31-40+
- 24% 25-35
- 24% 21-25
- 11% 16-20

Occupation

- 56% employed
- 34% UG/PG
- 5% unemployed
- 5% school students

Study format

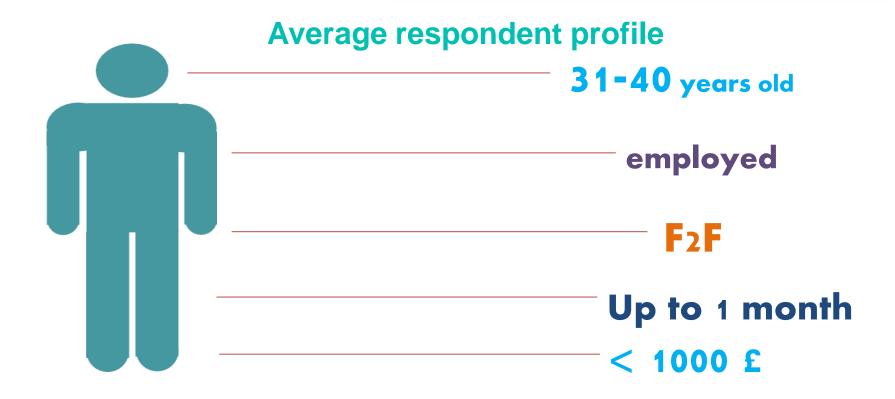
• 90% F2F

Length of study

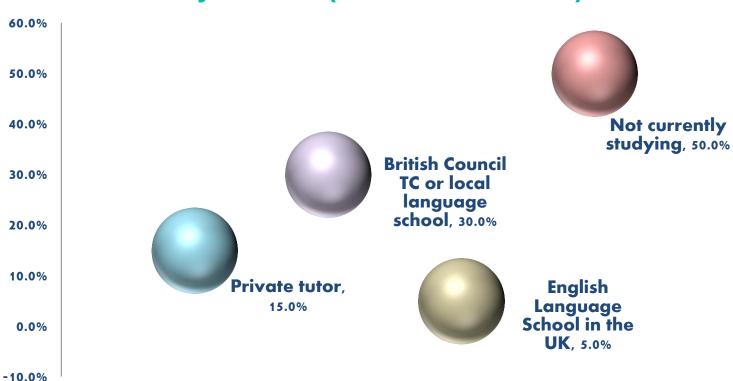
- 20% 1-2 weeks
- 45% up to 1 month
- 350

GBP per week

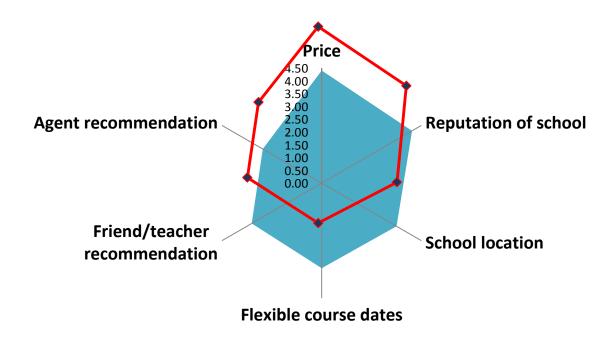
- 80% less than 1000
- 20% 1000-2000



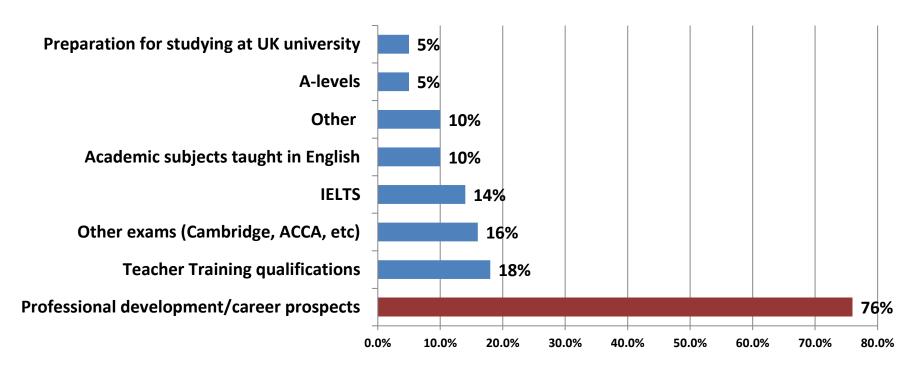
Study Profile (both EU and WE)



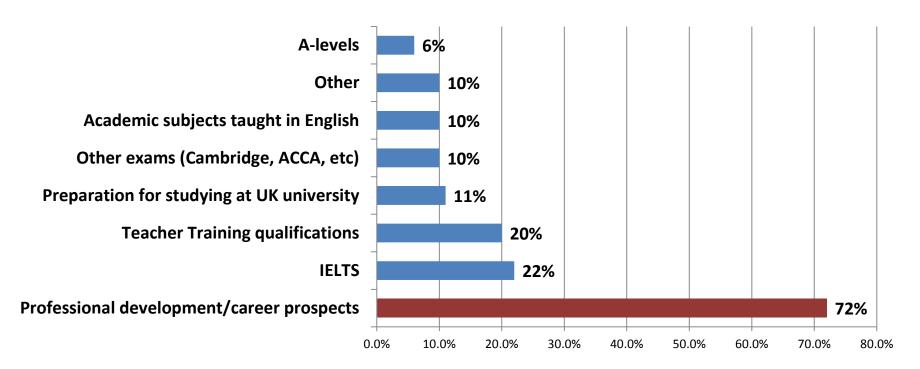
Factors influencing students decision making process



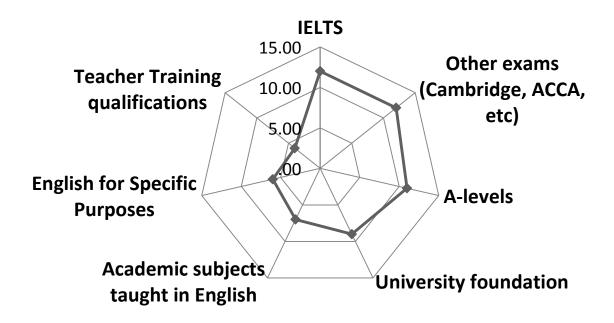
EU: Main Reasons for Studying English



WE: Main Reasons for Studying English



General English vs English for Specific Purposes (Agents feedback)



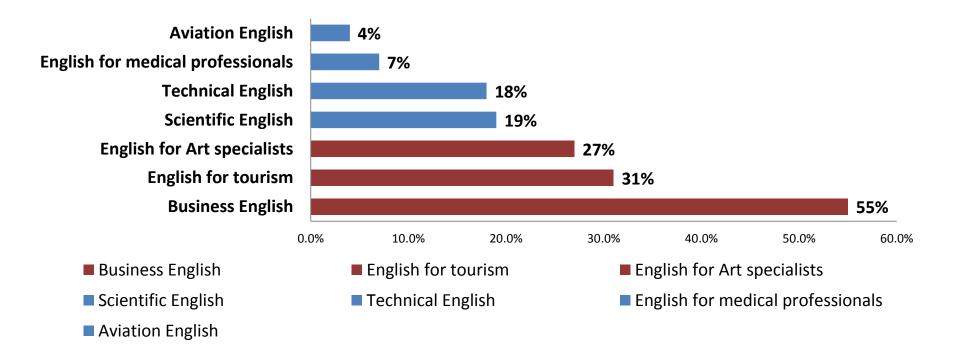
Educate for employment

Changing skills needs

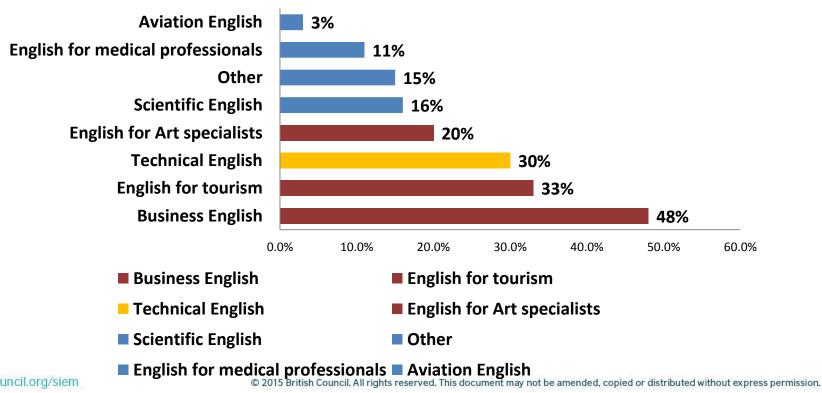
International competition

Mobility and skilled immigration

ESP Breakdown (Russia, Kazakhstan, Azerbaijan, Ukraine)

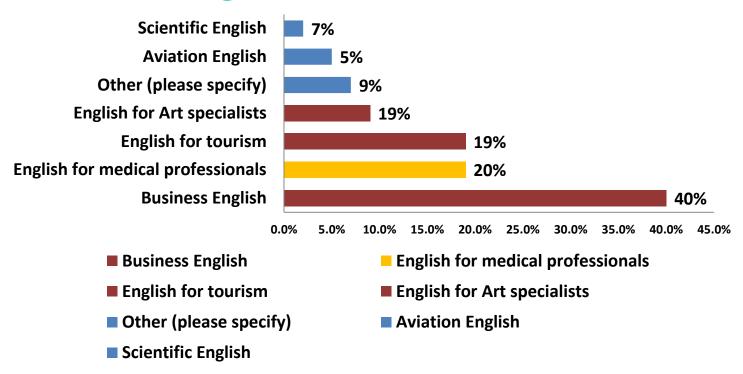


ESP Breakdown EU

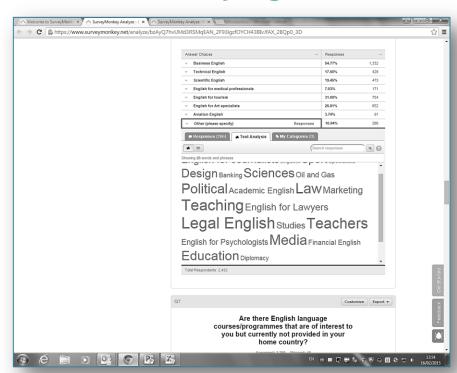


www.britishcouncil.org/siem

Agents: ESP Breakdown



ESP: Identifying Demand



Gaps in the Market



Note from Agents

Average number of requests

Requests over the past 3 years

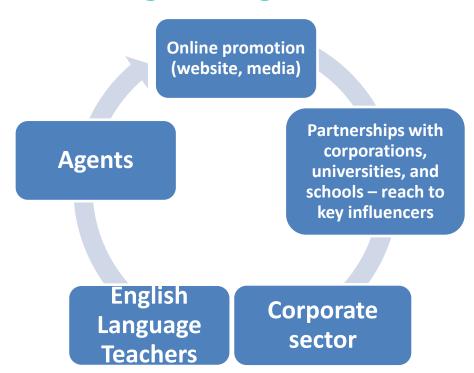
Preferred format of study

Corporate sector partnerships

Pricing Recommendations

Boarding Facilities

Marketing Strategies and Ideas



Marketing Toolkit



Who are we?



Where to find information?

www.siem.britshcouncil.org

news and opportunities exhibitions

Europe newsletter quarterly

English UK newsletter

List of country SIEM staff

UK account manager

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Business English is different!

Course Content

Context

Environment

Time Constraints

Student

Course Sponsor

Teacher

Expectations

Price

Between 2010 and 2014, Adult students dropped from 69% to 53% of the total.

The decline in the Business English market has been between around 20% YOY

SWOT Analysis

Being/ Becoming a Business English Student Source

Strengths

Greater income per student No problems with worried mothers! No safeguarding issues Year-round market Brand loyalty

Weaknesses

Shorter courses
Demanding students
Quality v Budget
Extras needed

Opportunities

Diversify into online or in-company Introductions and contacts Status Children of business people Repeat bookings

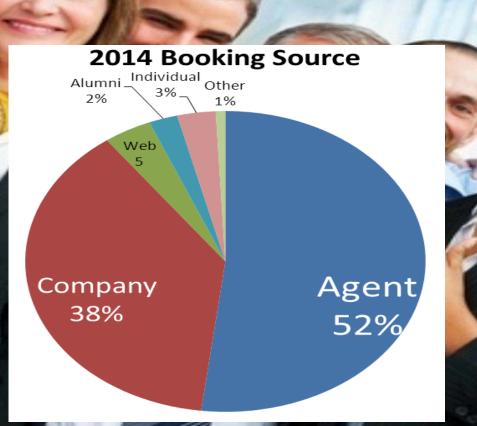
Threats

Demand for Quality
Late booking
Late cancellation
"Backpacker" competition





Sources of Business English Students







Imation lveco Kiev Energo Kodak Komercni Bank **KPMG KfW** Lafarge Lufthansa Lukoil McDonalds Mercedes Benz Nokia **Novartis** Nutrinova OM Technology Price Waterhouse Schindler Lifts Schlumberger Serono Siemens **Swedish Aviation Swedish Space** Syngenta Techem Telia Thyssen Krupp UBS Volvo Walters Kluwer Zurich Insurance 3M

ABB

ARAL

AIOC

Basell

Bayer BP

Brita

Cezus

Clariant CNR

Dunlop

Ferrari

Ferrero

Globus

Gucci Hoechst

IKEA

Fiat

Ferrovial

De Agostini Dun & Bradstreet

ALD Autoleasing

Alfa Romeo Alstom

Astra Veicoli

Banestyrelsen

Bank Austria

Berliner Bank Banverkert

Barclays Bank

CG Sat Hungary

Electricite de France

The Bottom Line Corporate English Language Skills



What is your turnover?

50,000,000

50%

What % of turnover do you think should be spent on training?

What % is export?

20%

So- What is export turnover?

10,000,000

How many people are involved in export side?

40%

What % speak competent English?

40

So- How many people speak competent English?

40

How many more people need to speak better Erg

ining? 2%

What % of turnover do you think should be spewhat is 2% of only your export turnover?

200,000

Are you spending € 200,000 p.a. on Appropriate

Language Training for 30 people (€ 6,600 each p.a.)?

How do you know that you are making best possible use of this major investment? How important is this?

Have you thought of using a specialist cons



A New Approach to Training

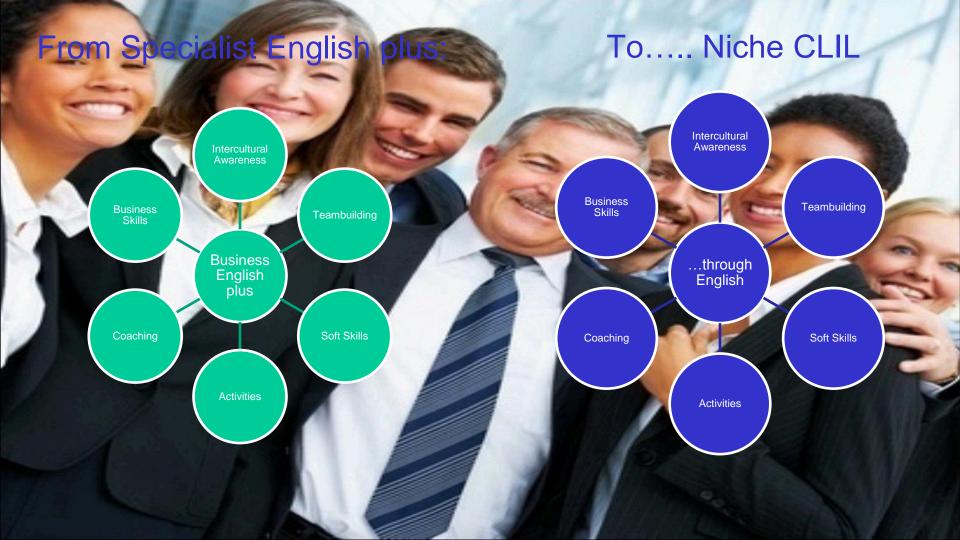
An outline of its evolution...

from training...

- imposed
- episodic
- based on offer
- focused on content
- based on traditional solutions

...to training

- on request
- that is continuous
- based on demand
- focused on skills
- that integrates traditional and innovative solutions









The Necessary Stens

Positive Aggressive Marketing



Re-assess the role of British Council abroad



Welcome (professional) foreign trainees



Introduce Flexibility



SIEM Conference

Development and Marketing ESP programmes for the European market and beyond

Nicola Hancox

Editor of **StudyTravel** Magazine 11th December, 2015



Who is StudyTravel Magazine?

- The only magazine written specifically for the agent sector
- Read by 29,400 study travel agents and consultant readers in 127 countries
- 6,000 copies per year distributed to delegates at key events
- 3,000 subscribers to ST Magazine Digital
- News published daily and weekly newsletter circulated

ESP in the UK

August 2012 (Spotlight)

"ESP provision is extremely popular and a major part of the curriculum."

> **London School of** English

ESP in the UK SPOTLIGHT ESP IN THE UK While general English language programmes are beneficial. English for Specific Purposes (ESP) courses give clients an enguso our opening ruspasses (nor) courses give course of edge in the world of work. And in the UK, there are a range of institutions catering for various industry requirements, as coording to many, the UK's English for Specific Purposes (ESI) market Language Courses agency highlighes that many international markets properly to the course agency highlighes that We have a Young Lawyers course as well as Legal English for Commercial Lawyers ay mernatsonar maustrees, including ation, have established industry-specific as Legar English for Commercial Lawyers for people who are further on in their career and have begun to specialize. * Because ESP aviation, have established industry specific English language assessments, illustrating that in the global world of work, "English is tapidly and we have to reflect that in our and have begun to specialise. Because ESP courses are targeted at particular needs, he adds, "they are more efficient in terms of that in the global world of work, "English is the lingua frames [and] clear communication is viria, Moree past a Moree past of the Communication Labora Edington Courte for English provides 1 Seweck Exp Power for budding January, who waits an International Lower rapidly and we nave to renece enst in our training. We now use a lot more interactive and web-based materials. actas, they are more efficient in terms of direct learning outcomes and are arguably and wen-based materials. Also with wide ranging ESP offerings, including English for the medical. rece learning outcomes and see arguming the crefore more cost effective to the client. The UK's ESP courses are not always finance and journalism industries, Sr Fronties a 12-week ESF course for budding lawyers, who gain an International Legal English Certificate at the end of their the UK's ESP courses are not away pecifically related to one field, with Linguarama's Bath school running an thrance and journation mountries, or, Giles International schools in Brighton, Eastbourne and London provide Ligital Certificate at the end of their programme, a recognised Cambridge Esol Linguarama's fram school running an English for Meetings and Negoriations programme. A lot of people have a good programme, a recognised Cambridge Esot qualification. The school's Director, Tim stogrammes that can be taken as stand Justification. The school's Director, 13m Shohen, relates, "As a higher value course, we expect fewer students (who have) higher are one-to-one courses of combined with level of English but find it difficult to atone one-to-one courses or comomeo was English for Professionals group classes*, as Jonathan Grubh, Director of Courses, contribute spontaneously to meetings we expect fewer students [who have] higher educational expectations. Evening courses as Jonathan Grubh, Director of Courses, relates, In this felse latterf case, the leatmer can study general professional English in a one ESD in the aftermon. For students or get the mances of what they mean in or get the mances of what they mean in negotiations, "explains Gooff Monaghan. seem to be more popular as they attract negotiations, explains Geoff Monaghan. This programme gives them the chance in do both in realistic situations with other working professionals with clear career shjectives. Students also benefit from objectives. Students also benefit from the native English teacher, who has a law to do both in examine situations was in-professionals, he says, adding that the one ESP in the atternoon, For students wishing to take up this option, there are various combinations of group and one-tothe tractive engines reaction, who has a naw degree as well as experience in the field so programme attracts around 100 clients a year. can provide career guidance, he adde. programme attracts around 100 chents a year the school also runs an English for Human sarious combinations of group and one-to-one classes available. "Four group classes together with two ESP classes per day—30 can provide career guidance, he adds, Also in the capital, London School of English's ESP provision includes English Resources (HR) course, which attracts Resources (PH) course, which attracts a range of nationalistics, "I'We often find together with two ENP classes per day – 30 classes a week in total – list a particularly popular option," he says, adding that the classes are popular with the Japanese and US aroteon markets. Enginess that provision includes engine with law, oil and gas and human resources. a range or manamatans. I we oren mu students] earrying on discussions they started with few, oil and gas and human resources. [ESP courses] are extremely popular and students carrying on discussions they started in leasons, "he enthises, "Learning about HR Est contrast are extremely popular and major part of the curriculum, highlights in teacher, he continues. Learning about FIR practices in France, Japan, Morocco or Brazil is factionating. Is a also non-colour selection relation. a major part of the curriculum, augminate Pete Thompson, Interestingly, each course practices in France, Japan, intersects or Drz is facilitating. It is also very often relevant Acte Inompson, Interestingly, each course is designed to suit people at varying stages of their careers, "For example," he says, Anglo-Continental in Bournemouth is tascinating. It is also very often resevant to HR managers who work internationally. Anglo-Continents in poornemoons can interest in ESP courses from around sees interest in east courses from around the world, reports Helena Weis, "In the maybe for the first time. Commencing on Linguarama's entire ESP course provision, Monaghan 537s, "The the worst, reports rickens Weir. In the last six months or so we have seen a greater last six months or so we have seen a level of interest from Japan, particul A gleace at the UK's ESP course provision correspondence are working in changes

"A greater variety of specialised are now requested"

in our executive options, she relates. The in our executive options, she relates. Inc school has tun ESP courses since 1950, and scarous mas tun fast courses since 1950, and current offerings include English for Sales current ofterings include Engine for Sale and Marketing and English for Medical Practice. A greater variety of specialised Practice. A greater variety or speciatised options are now requested, since clients have a more precise definition of expectations. and topic areas," she says, "Courses are frequently of shorter duration from are frequently of shorter oursian from traditional European markets, and of longer transfer tra duration from emerging markets, Utients from European markets are now under more inom European markets are now under more pressure to perform well and there has been cessure to permann ocreased interest from [Russia]. As a number of contributors

timented, there is a worldwide demand continented, there is a worldware demonstration ESP courses, as people are becoming not estimate a speaking English from a second from the second sec younger age. The appeal of ESP, with its younger age. * Ine appeal or ESP, with its focus on adding communicative competence to traditional fluency and accuracy, looks set to increase, * Grubh concludes.

ESP in Australia

March 2013 (Spotlight)

"It is one of our core products and is particularly popular with working holiday visa students."

SELC

ESP in Australia

Designed to meet the specific needs of language learners, English for specific purposes courses are wide ranging, equipping students with relevant communicative skills that match a chosen vocation. NICOLA Hancox finds out more.

r students really love the option to develop specialist skills by tailoring their study through our ESP courses, relates Fiona Davidson ar Ability English in Melbourne and Sydney. The school's General English plus ogramme aims to extend students' use of the language with three hours of extra skills training, while its International Business gramme combines fundamental business programme description askills with intercultural communication skills with intercuttural communication skills, "By offering multiple unique ESP courses," adds Davidson, "we give students courses, aids Davidson, we give students greater opportunities to focus their studies ater opportunities to incus their studies d language development.* EF in Sydney offers a language product

Er in sydney otters a ranguage product that looks to hone business language skills. According to Jackie Ven at the school, interest in this type of provision is growing. increat in this type of provision is growing as is student competency. She attests that approximately 40 per cent of their long-term approximately 40 per cent of their long-term sudents will have studied some form of business English by the time they leave.

Business Plus is new to the product porefolio at Langports in Brisbane and the Gold Coast. Available as a 10-week programme, Anna France at the school explains that its main aim is to improve expans trar us man am is so improve students' confidence and English language competency in a business and workplace competency in a minimess and workplace environment. Comprising three components, students can expect to enhance relevant grammar and vocabulary skills, build written communication skills needed for the composition of emails, proposale and reports, work on oral communication skills needed work on oral communication skills necess for PowerPoint presentations, business meetings and job interviews, as well as

prepare for business English exams such as BEC.V. Bulats or Toeic. English for Business and English for English for Business and English for Sports at Victoria University (VU) English Language Institute help prepare students for entry onto the university's VU Tafe for entry onto the university's V U Take Business course, the Certificate IV in Sport

or a Diploma of Spore, Michael Rateliff at the study centre notes that they are specialist ogrammes run specific groups. The courses attract encouraging numbers with 15 students currently enrolled on their Sports English

programme and 800 students enrolled on Business English. English Language Company's Premium English course is an

interesting offshoot of the ESP formar. "We have always received enquiries for specialist ourses such as English for nursing, engineering or economics," begins Anne Menard, however, the demand was never high enough to justify running such courses or electives." Instead, students can

combine 15 hours of general English with five hours of customised one-to-one tuition

SPOTLIGHT AUSTRALIA

Christine Bundesen, Director at the Christine Bundesen, Director at the University Observational's Institute of Continuing & Tesal Education (ICTE-UQ) in Belance (UT) in Brisbane, QLD, says that the university prides itself on being flexible on course process issure on being nextone on course design, development and customisation. "The key to teaching ESP courses is understanding the language needs of the students in their specific context of use," she says. "This solves analysing the language used in that context and then creating programmes context and then creating programmes, materials and lessons that engage the learners in using the target language.* Alongside English for Business

Alongsuce Engues for nussuces
Professionals (EBP), the Australian Institute Professionals (EBP), the Australian Institute of Professional Education (AIPE) in Sydney, of Professional Education (ATPE) in Oyuney, NSW, also runs English for Healthcare Professionals (EHP), which has proven very popular, affirms the school's Shumaila Ali. These students range from early to midcareer professionals, who want to establish areer protessionals, who want to establish themselves as medical practitioners or would themselves as meascar practical and a like to develop their English language skills specific to the healthcare industry.

Course design has been given much attention at SELC in Bondi Junction and Sydney, NSW. As well as English for usiness the school also offers English for Customer Service Communication - a practical four-week course conducted in the school's purpose built café classroom. The schoot's purpose bust care crassroom. Ine course, asserts Kevin Warham, is one of their counse, asserts Kevin warnam, is one or their core products and is particularly popular with working holiday visa students. However, vocations that compliment a particular lifestyle are also in demand, he adds. As measure are and in demand, he made an such, SELC recently introduced a four-week English course aimed at students using English in the context of a yoga or pilates instructor, aromatherapist or nutritionist.

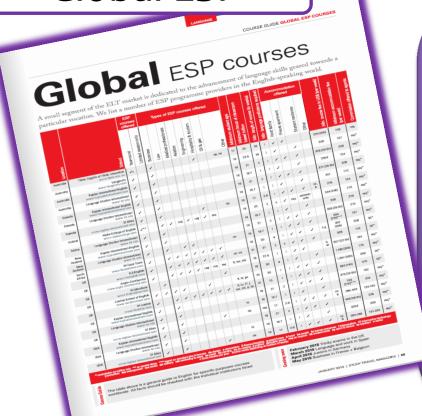
instructor, aromatnerapist or nutritionist. English plus Health and Wellness is also available at Think: Education. As a direct entry programme (DEP) it feeds directly into a vocational or higher education course at one of its group colleges. DEPs are the group's or its group coneges. DEPs are the groups most popular offerings with design, business and business are supported by and hospitality options also available, notes



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Global ESP



January 2015 (Course Guide)

- 23 providers profiled
- ESP course availability in Australia,
 Canada, Ireland, Malta, New Zealand,
 South Africa, UK and USA
- English for Business most commonly available
- Minimum course fees (p/w) ranged anywhere from US\$200 – US\$1,997



ESP in Ireland



January 2016 (Course Guide)

- 12 providers profiled
- Varied selection of ESP courses including English for military and maritime
- Class sizes ranged from one to 15 students per class
- Minimum course fees ranged from E150 – E705 (p/w)



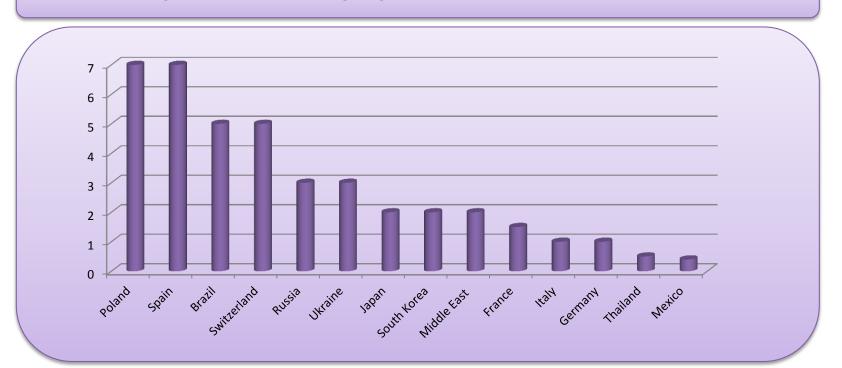
Agency Survey findings...

- In the last 14 issues, 164 agencies took part in our agency surveys (January 2015 February 2016)
- Language school bookings were the most significant sector of business for 11 of the surveyed agency markets
- Business language course requests represented between
 0.5% and 7% of total agency business



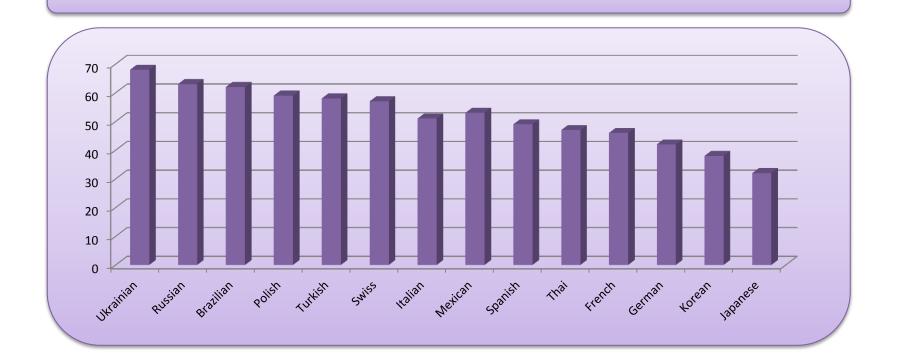
Agency survey findings...

% of agency clients requiring English for Business courses, by destination





% of agents interested in Figlish for Professional Purposes, according to SP Meeting Manager data, by market





Flash survey results

- 67% said number of requests had increased in the last 12 months
- Business most popular ESP programme, accounting for between 3% and 100% of requests, followed by Medical, Finance and Journalism
 - 50% of agents noted typical age of ESP clients was between 19
 and 24, followed by 25 and 30 (42%)
- The UK was the most requested destination for ESP programmes followed by the USA



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