



SERVICES FOR
INTERNATIONAL
EDUCATION
MARKETING

CONFERENCE 2015

Developing and marketing ESP programmes for
the European market

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Nicola Hancox, Study Travel Magazine

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GeoXoLabs



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
- 35%

GBP per week

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

Average respondent profile



31-40 years old

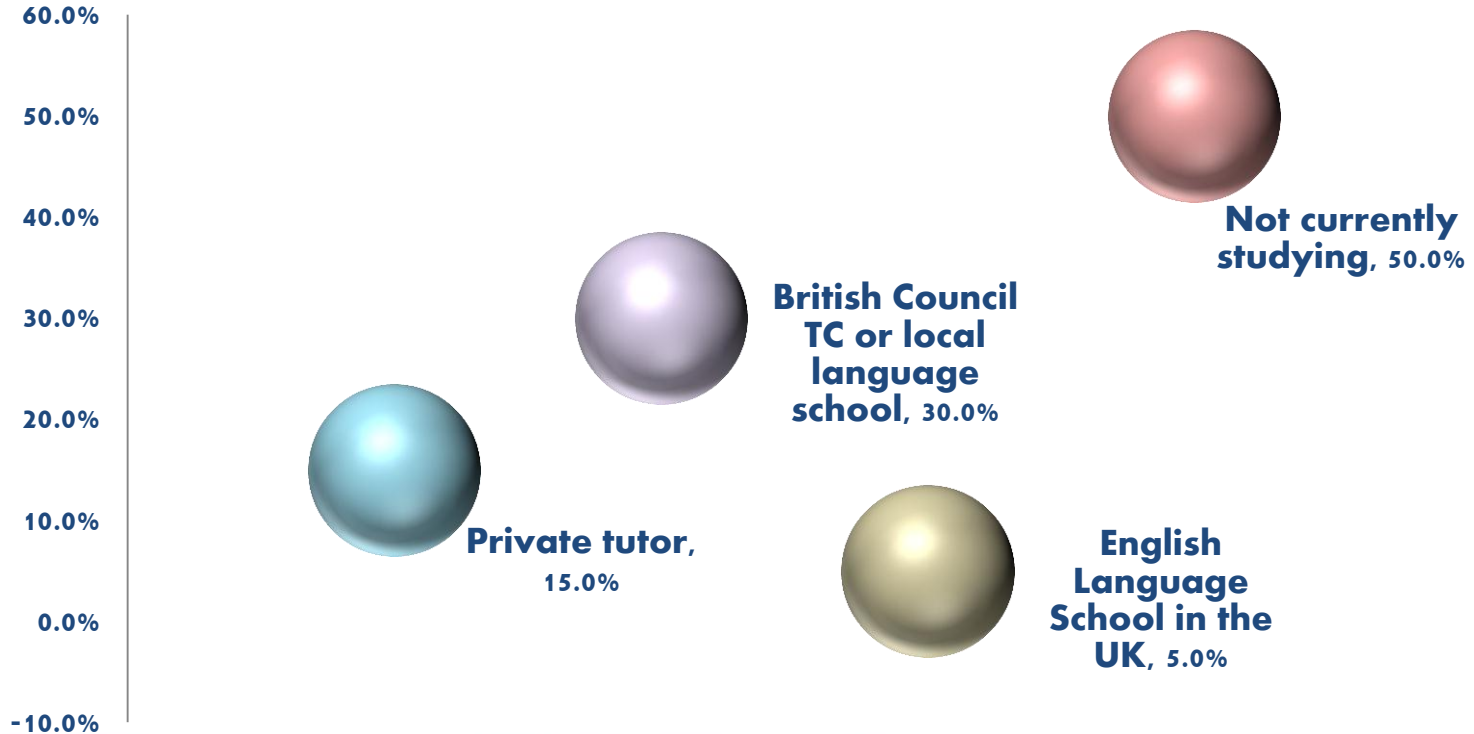
employed

F2F

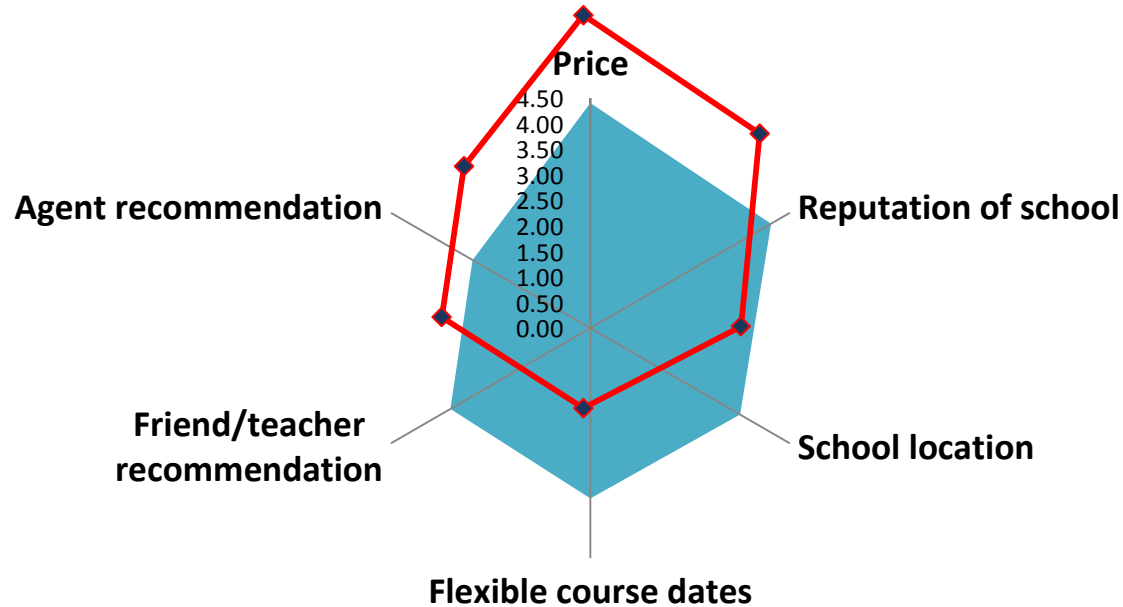
Up to 1 month

< 1000 £

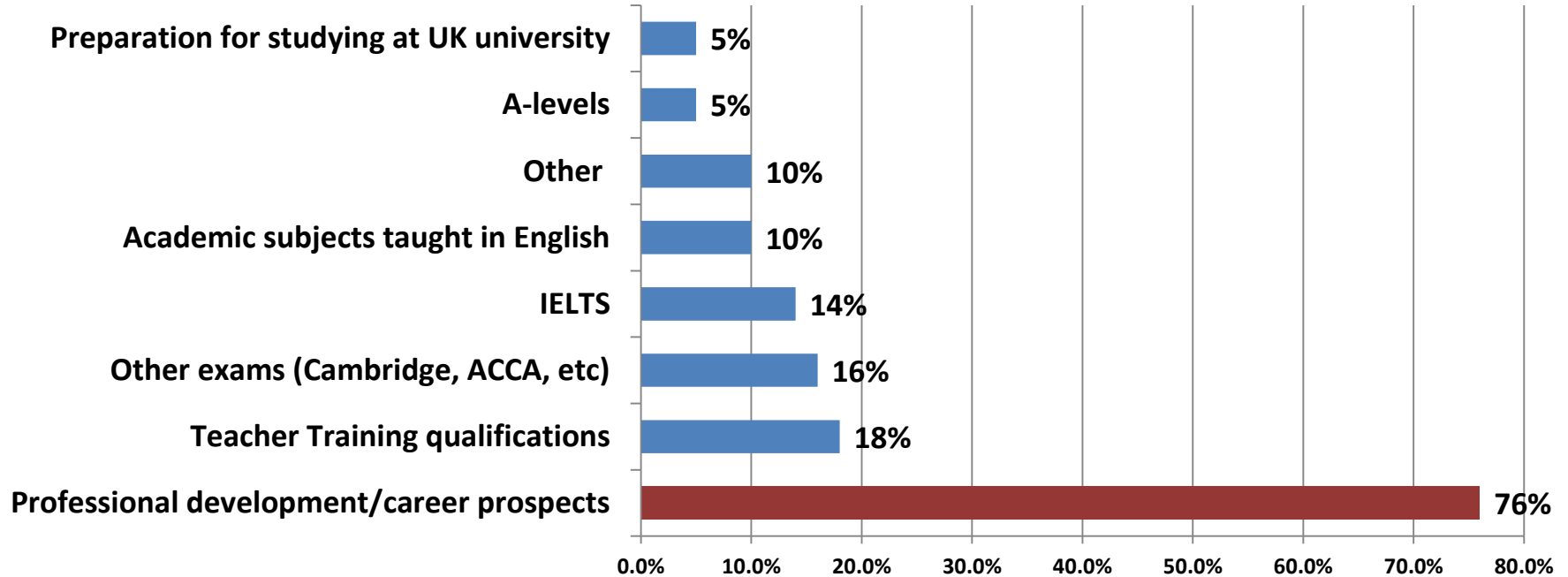
Study Profile (both EU and WE)



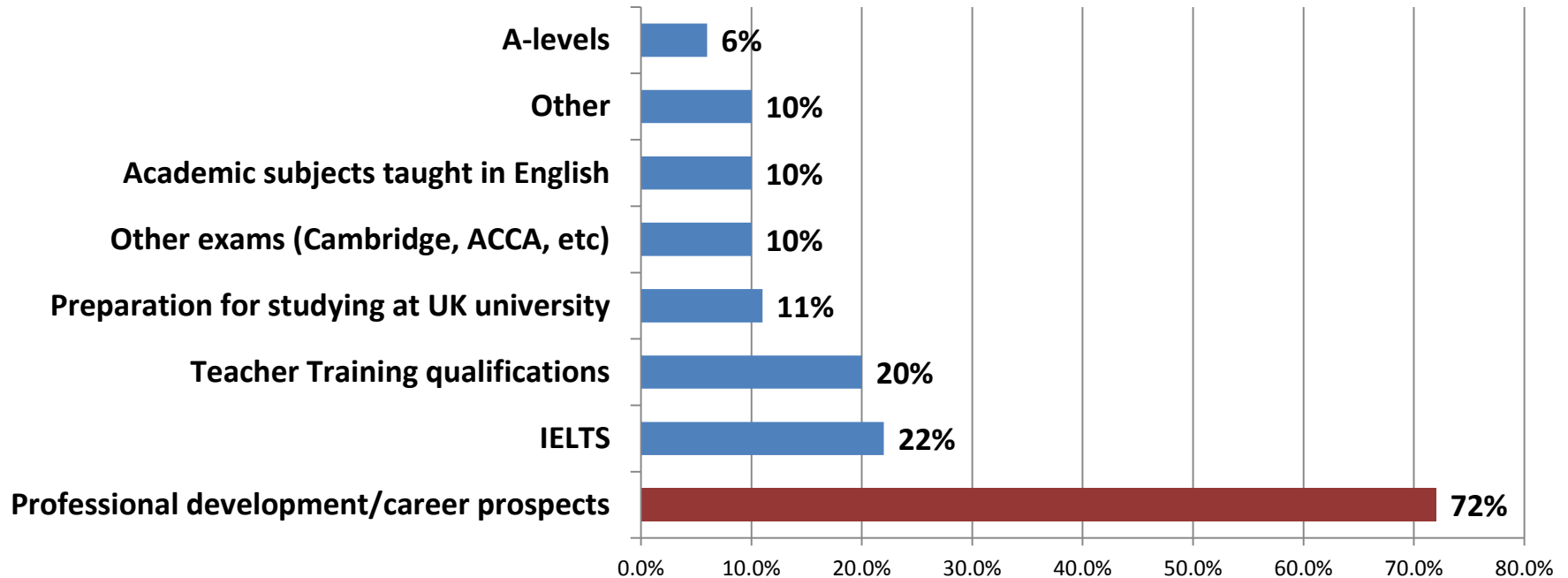
Factors influencing students decision making process



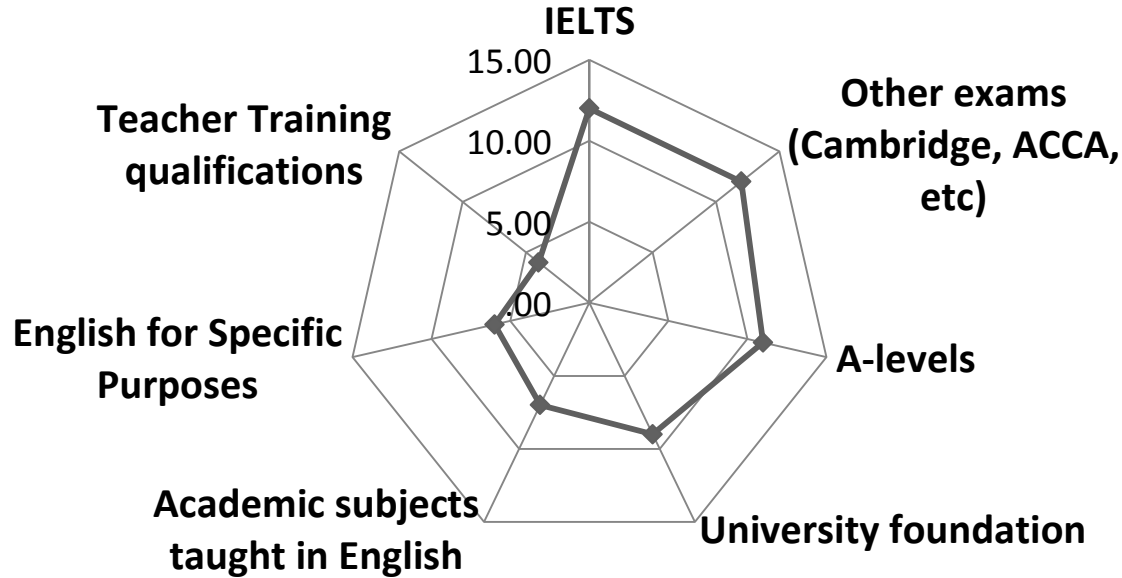
EU: Main Reasons for Studying English



WE: Main Reasons for Studying English



General English vs English for Specific Purposes (Agents feedback)



Educate for employment

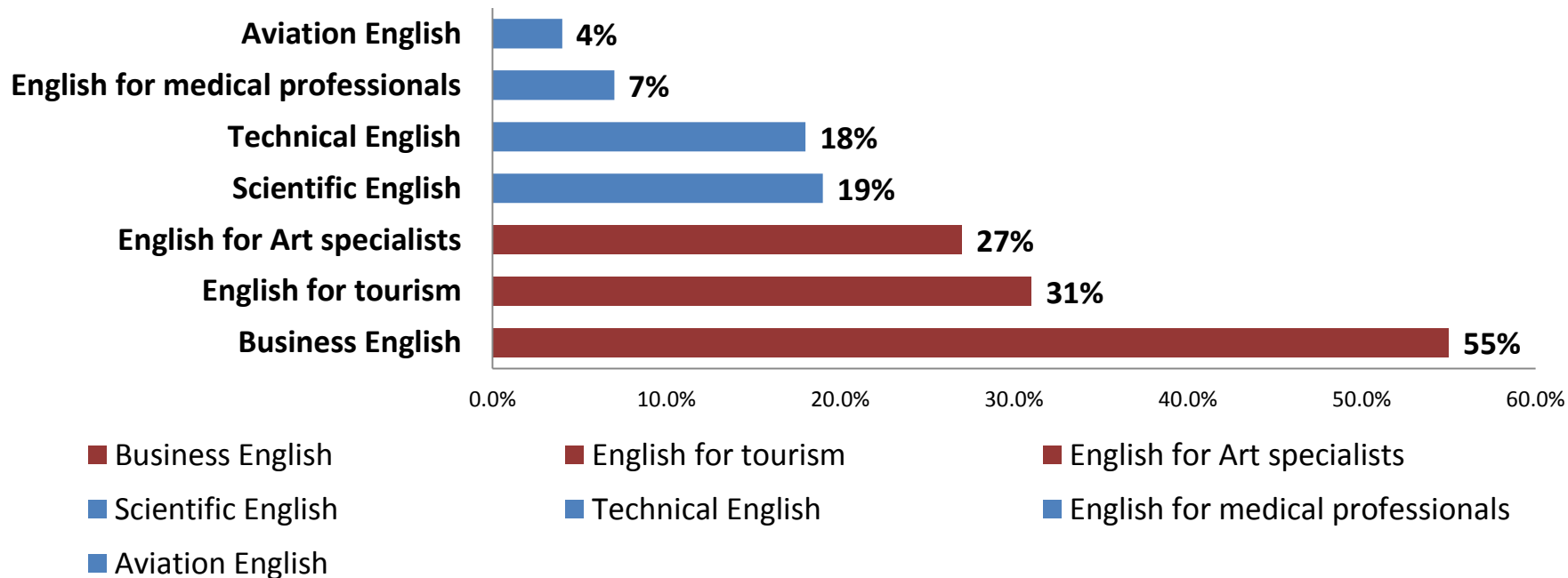


Changing skills
needs

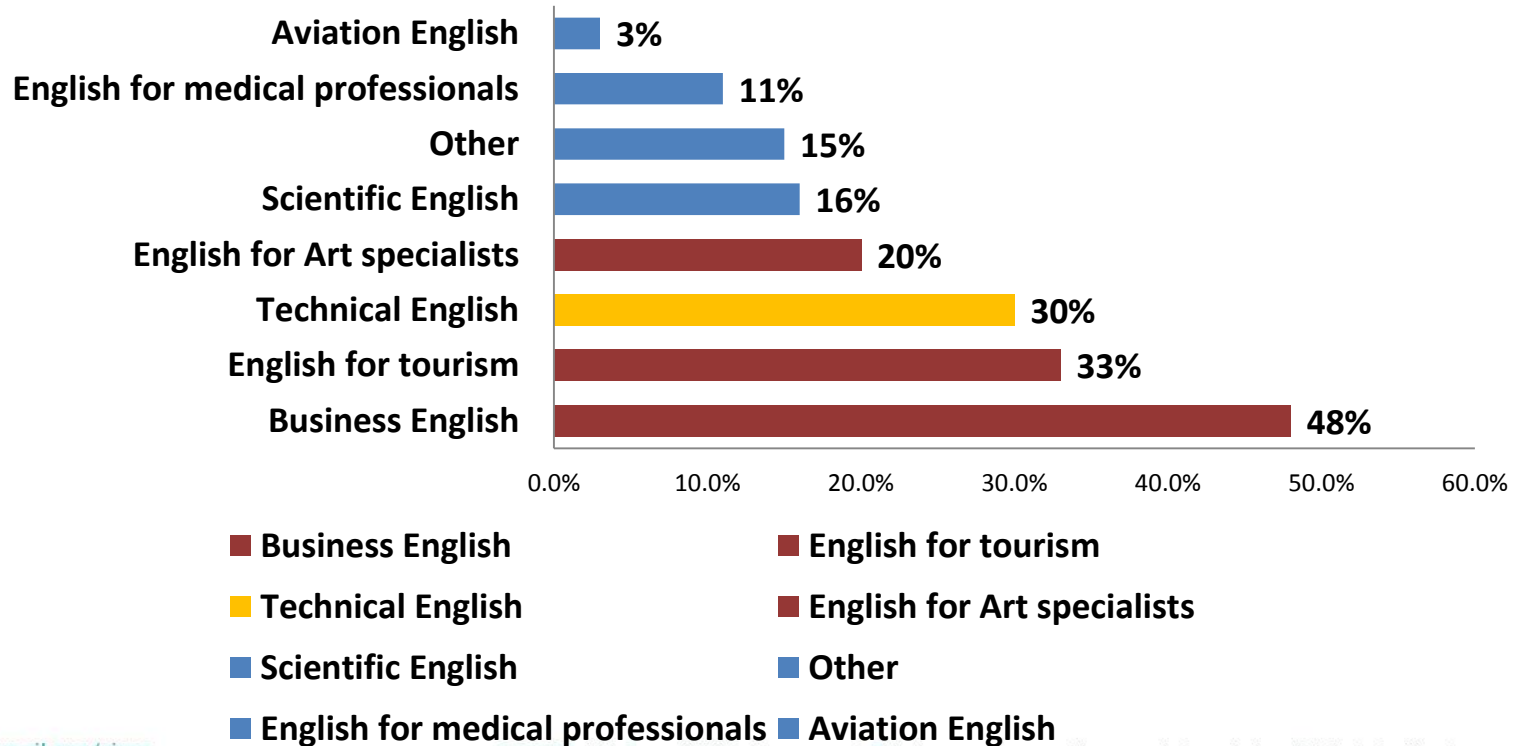
International
competition

Mobility and
skilled
immigration

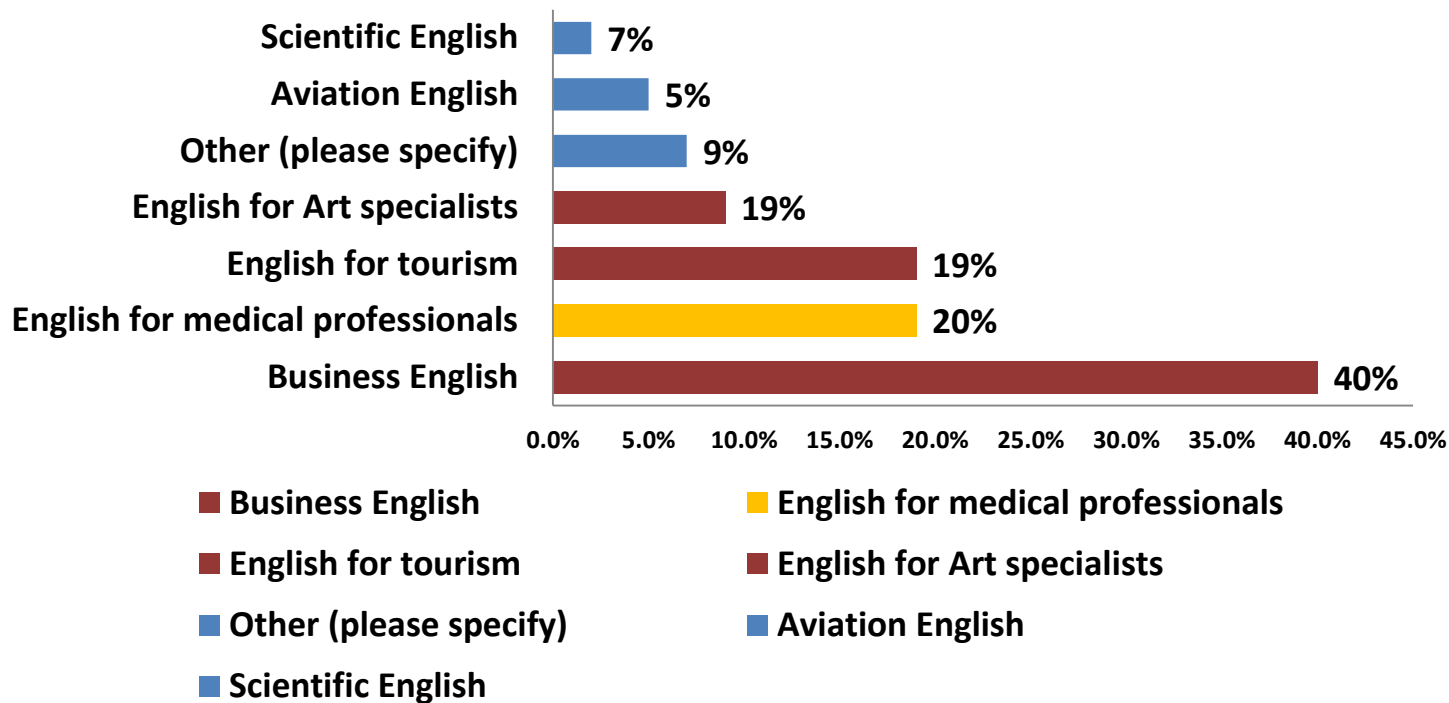
ESP Breakdown (Russia, Kazakhstan, Azerbaijan, Ukraine)



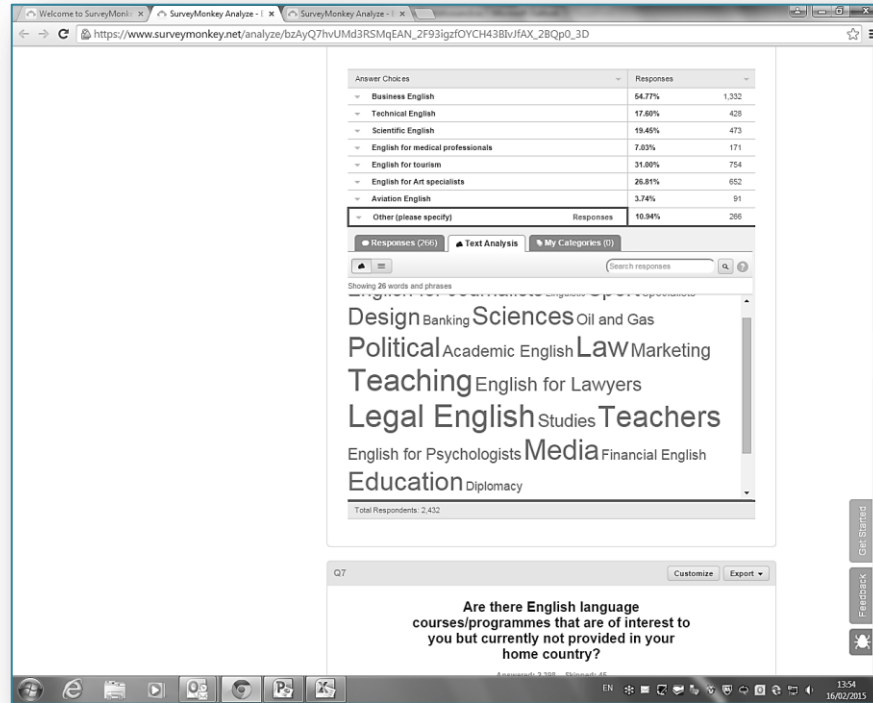
ESP Breakdown EU



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

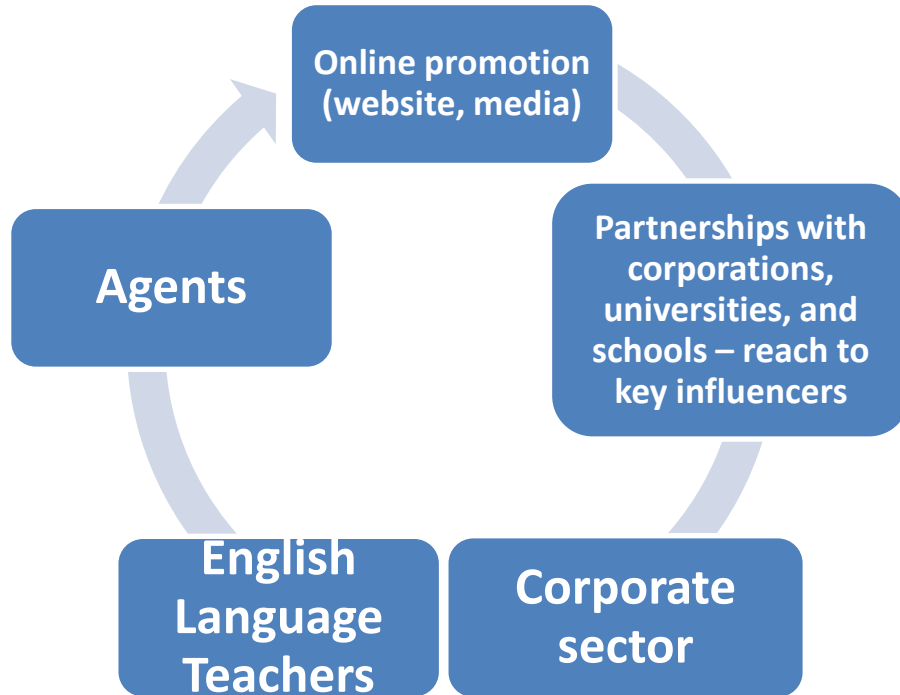
Corporate sector partnerships

Pricing Recommendations

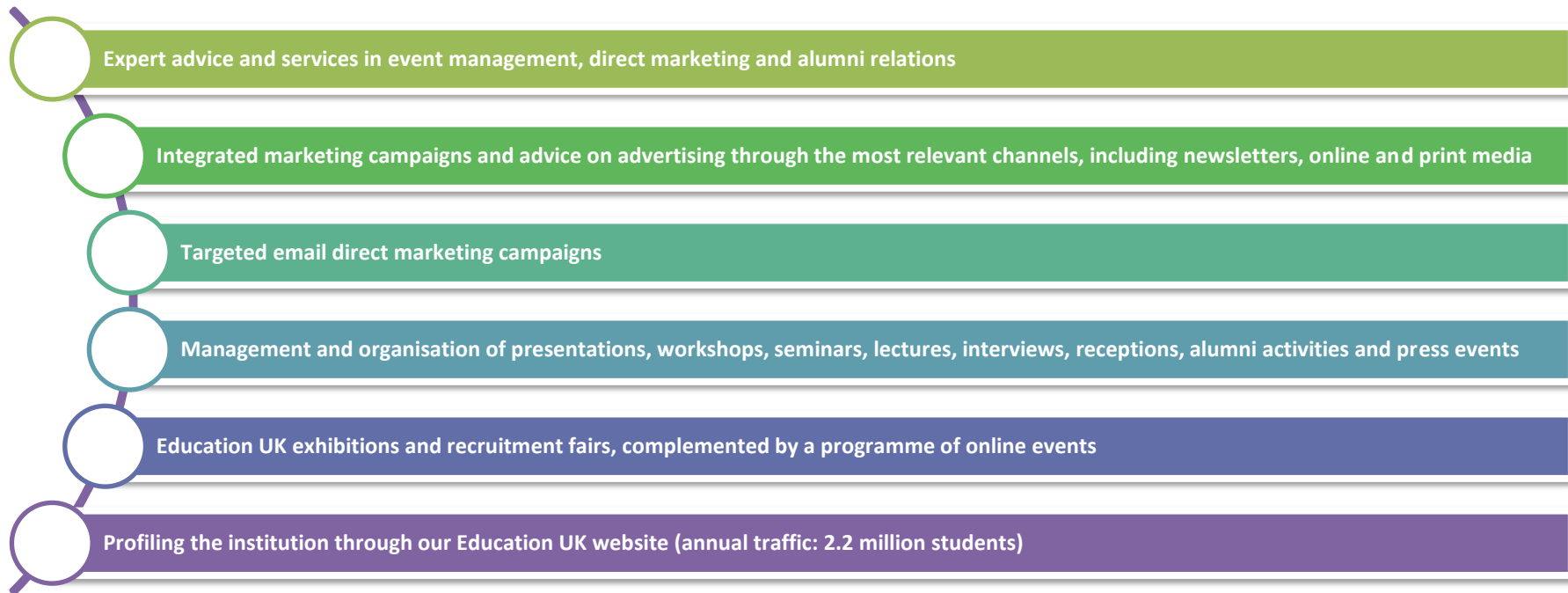
Boarding Facilities

Marketing Products

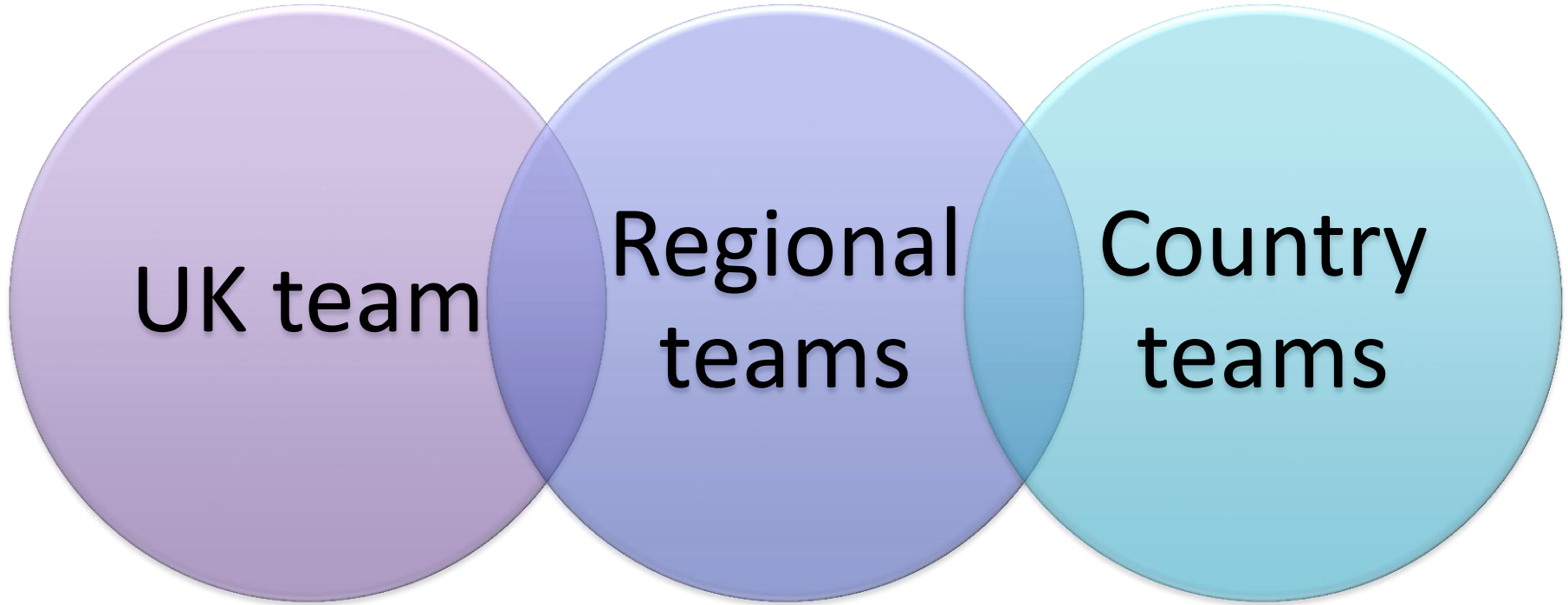
Marketing Strategies and Ideas



Marketing Toolkit



Who are we?



Where to find information?

www.siem.britishcouncil.org

news and opportunities
exhibitions

Europe newsletter quarterly

English UK newsletter

List of country SIEM staff

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The Business of Business English

Mark Waistell

Senior Partner
Accent International
www.accent-international.com



- Founded 1988
- Executives & Professionals only
- Corporate Clients
- Accredited Centre
- Blue-chip references





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

How do Agents choose a Language Centre?

- Workshops
- Accreditation
- Visit centre and talk to students
- Information from Agents' Associations
- Other recommendations (English UK/British Council)
- Fam Trips
- Word of mouth

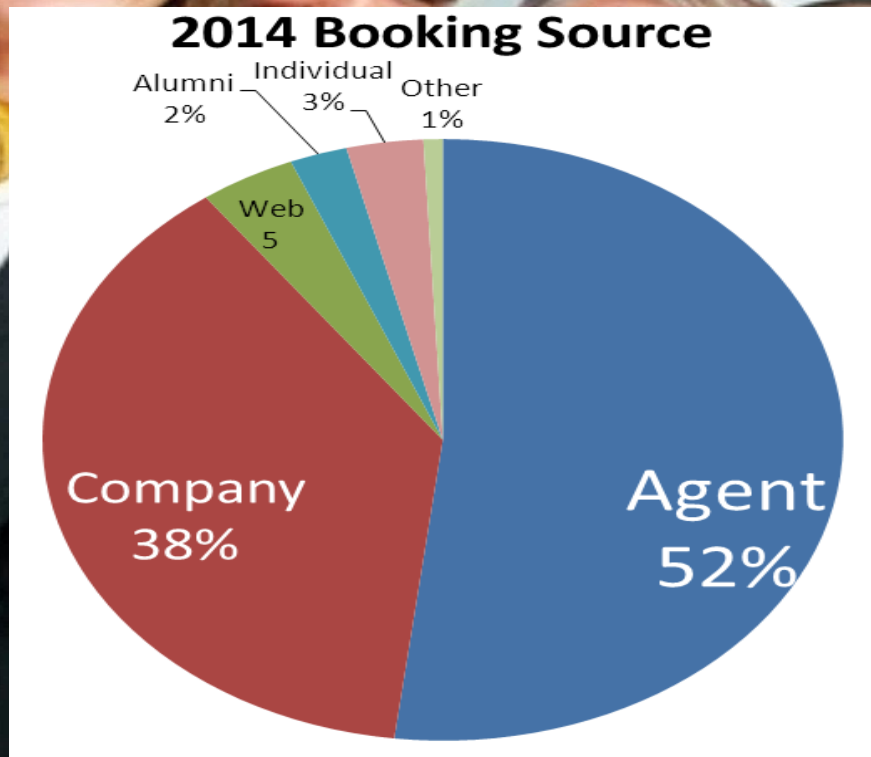
...and increasingly **PRICE**

How do Corporates choose a Language Centre?

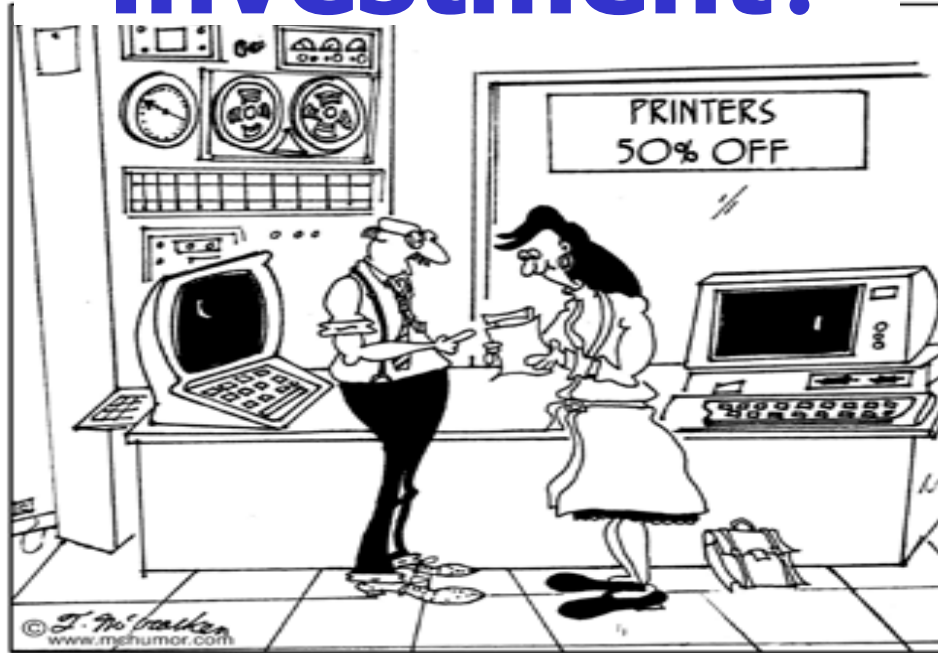
- Word of Mouth
- References and Recommendations
- Internet Search
- Visits from providers to their Offices
- Presentations
- Conferences
- Luck
- Crisis
- Agents
- (Accreditation)



Sources of Business English Students



Return on investment?



"So, would you like the model that only types verbs, or the one that only types nouns?"



Specialist English from A to Z

- Aeronautics
- Banking
- Chemical Industry
- Dentistry
- Engineering
- Finance
- Geology
- Human Resources
- Information Technology
- Journalism
- Kitchen Design + Production
- Law
- Medicine
- Nuclear Power
- Oil Exploration
- Pharmaceuticals
- Quality Systems
- Railways
- Sales and Marketing
- Telecommunications
- University Teacher-Training
- Vehicle Leasing
- Water Management
- X-ray Technology
- Yoghurt Production
- Zoological Consultancy



ABB
ALD Autoleasing
Alfa Romeo
Alstom
ARAL
Astra Veicoli
AIOC
Banestyrelsen
Bank Austria
Berliner Bank
Banverkert
Barclays Bank
Basell
Bayer
BP
Brita
Cezus
CG Sat Hungary
Clariant
CNR
De Agostini
Dun & Bradstreet
Dunlop
Electricite de France
Ferrari
Ferrero
Ferrovial
Fiat
Globus
Gucci
Hoechst
IKEA



Imation
Iveco
Kiev Energo
Kodak
Komerčni 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

The Bottom Line

Corporate English Language Skills

€

What is your turnover?	50,000,000
What % of turnover do you think should be spent on training?	2%
What % is export?	20%
So- What is export turnover?	10,000,000
How many people are involved in export side?	100
What % speak competent English?	40%
So- How many people speak competent English?	40
How many more people need to speak better English?	50% ? 30
What % of turnover do you think should be spent on training?	2%
What is 2% of only your export turnover?	200,000

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

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

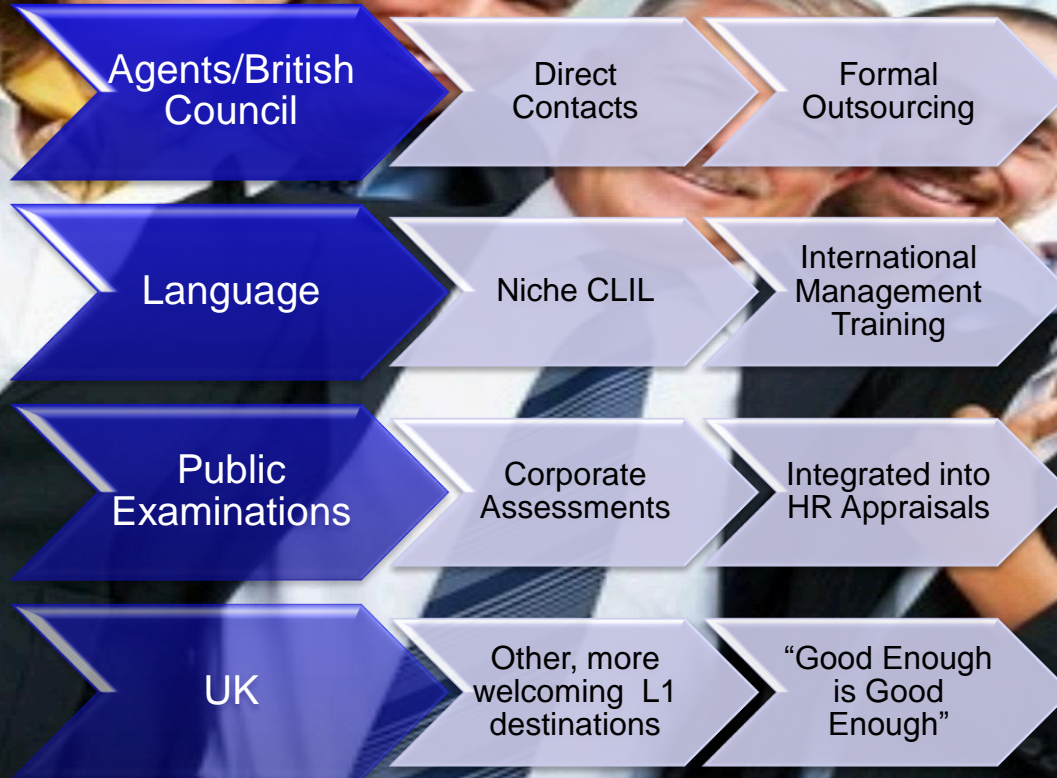
- on request
- that is continuous
- based on demand
- focused on skills
- that integrates traditional and innovative solutions

From Specialist English plus:

To.... Niche CLIL



In my crystal ball....



The Dangers



Complacency



Resistance to Change



Slow Response Time

The Necessary Steps



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

While general English language programmes are beneficial, English for Specific Purposes (ESP) courses give clients an edge in the world of work. And in the UK, there are a range of institutions catering for various industry requirements, as CLAIRE TWYMAN reports.

According to many, the UK's English for Specific Purposes (ESP) market is thriving. Chris Moore at Specialist Language Courses agency highlights that many international industries, including aviation, have established industry-specific English language assessments, illustrating the lingua franca world of work. “English is vital”, as Moore puts it.

The UK's ESP courses are not always specifically related to one field, with LinguaMama's Bath school running an English for Meetings and Negotiations programme. “A lot of people have a good level of English but find it difficult to negotiate spontaneously so meetings or get the nuances of what they mean in negotiations”, explains Geoff Managhan. “This programme gives them the chance to do both in realistic situations with other professionals”, he says, adding that the programme attracts around 100 classes a year.

The Resource HR course, which attracts students carrying on discussions they started in lessons, “Learning about HR practices in France, Japan, Morocco or Brazil is fascinating. It is also very often relevant to HR managers who work internationally, maybe for the first time.”

Commenting on LinguaMama's unique ESP course provision, Managhan says, “The world our clients are working in changes rapidly and we have to reflect that in our training. We now use a lot more interactive and web-based materials.”

Also with wide ranging ESP offerings, including English for the medical, finance and journalism industries, St. Giles International schools in Brighton, Eastbourne and London provide programmes that “can be taken as stand alone one-to-one courses or combined with English for Professionals group classes”, relates. “In this latter case, the learner can study general professional English in a mini group in the morning, and one-to-one ESP in the afternoon. For students who wish to take up this option, there are various combinations of group and one-to-one classes available. “Time group classes a week in total – [is] a particularly popular option”, he says, adding that the courses are popular with the Japanese and US student markets.

Anglo Continental in Bournemouth sees interest in ESP courses from around the world, reports Helena Wear. “In the last six months or so we have seen a greater level of interest from Japan, particularly in our executive options”, she relates. The school has run ESP courses since 1950, and current offerings include English for Sales Practice. “A greater variety of specialised options are now requested, since clients have a more precise definition of expectations and expectations”, she says. “Course duration from traditional European markets, and of longer from emerging markets, and of longer from European markets are now under more pressure to perform well and there has been increased interest from [Russia].”

As a number of contributors commented, there is a worldwide demand for ESP courses, as people are becoming more efficient at speaking English from a younger age. “The appeal of English from a focus on adding communicative competence to traditional fluency and accuracy, looks set to increase,” Grubb concludes.

“A greater variety of specialised options are now requested”

A glance at the UK's ESP course provision

Language	Programmes offered									
	Business	Aviation	Health	Finance	Marketing	HR	IT	Legal	Journalism	Medical
London	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
London	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
London	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
London	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
London	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
London	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
London	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
London	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
London	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
London	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
London	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓

PHOTO: GETTY IMAGES

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 Ireland



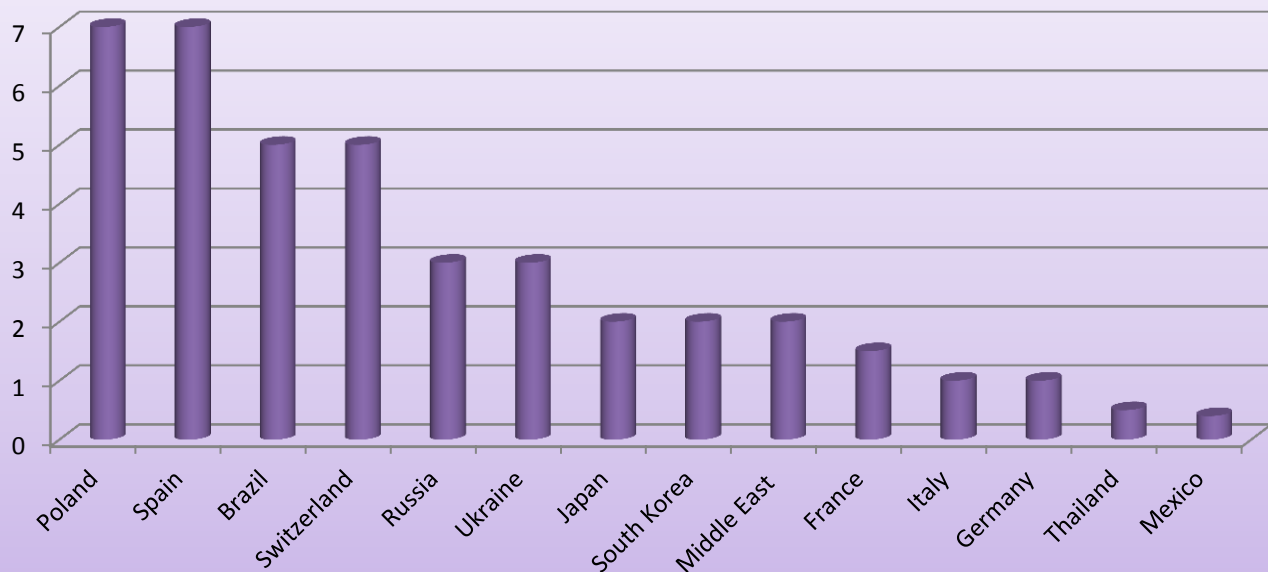
- ## January 2016 (Course Guide)
- 12 providers profiled
 - Varied selection of ESP courses including English for military and maritime
 - Class sizes ranged from one to 15 students per class
 - Minimum course fees ranged from E150 – E705 (p/w)

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 English for Professional Purposes,
according to ST Meeting Manager data, by market

Agents on ESP



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

ST / *magazine*

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