

Working with Agents and Representatives

with *Alison McGowan*

Thursday 5th June, 219 St John Street, London, EC1V 4LY

Introduction

Most language schools and increasing numbers of FE and HE institutions recognise the importance of working with agents and educational consultants. The problem is how to find the right ones for your organisation, how to judge whether their demands are realistic and how to ensure a good, honest and professional working relationship. This seminar on working with agents and representatives looks at what you can reasonably expect from an agent, what you should be offering financially and how to develop relationships for mutual long-term benefit.

Session Outline

- Different types of agents
- Reasons for working with agents
- How to get agents/ what you should expect to pay
- Agreements and contracts
- Agent complaints/case studies
- How to build relationships and keep agents happy
- Building an effective agents manual

Outcomes

An understanding of:

- how to choose/develop the “right” agents
- what commissions and incentives to offer
- how to deal with problems
- how to keep agents loyal

Through a case study approach, participants will learn what is “normal” in terms of agent demands and expectations, which in turn ensures the confidence necessary for excellent agent relations.

Timetable	
Registration	10.00
Starting Time	10.30
Ending Time	17.00

Lunch and refreshments provided

Trainer Profile

Alison McGowan is an international marketing consultant with extensive experience in Southern Europe, the Eastern Mediterranean and South America. Her background is in

English UK Training Events 2007/2008

teaching, teacher training and the marketing of ELT, and she has held senior marketing positions at Oxford University Press, Longman ELT and the Bell Schools. Alison is the founder and Director of Florence Associates, an international consultancy specialising in the marketing of EFL. The Florence Seminars are an integral part of this and during the past 10 years Alison has given over 80 workshops in countries as diverse as the UK, Canada, Chile, Brazil, Italy, Ireland and Yugoslavia.

Contact:

Beth Macchi, Professional Services Officer
English UK, 219 St John Street, London, EC1V 4LY
Tel: 020 7608 7960, Fax: 020 7608 7961
e:training@englishuk.com