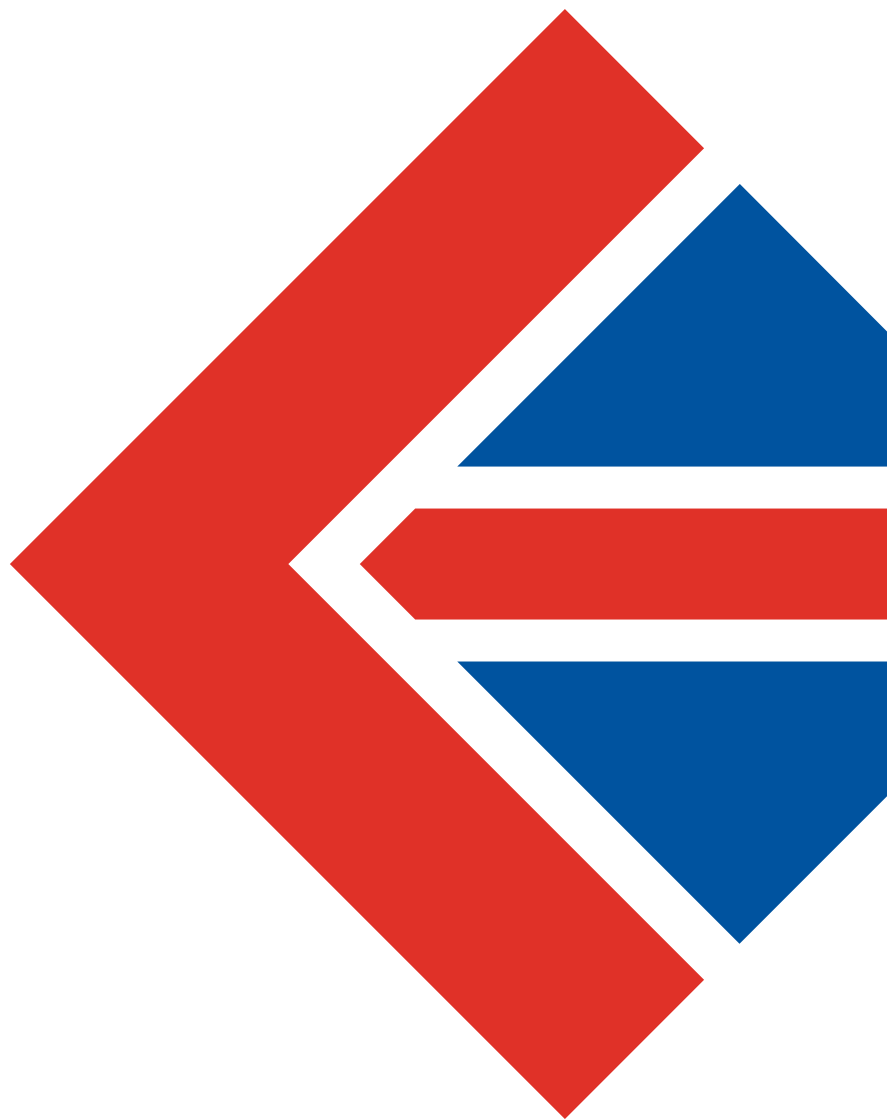


INWARD MISSIONS
INFORMATION FOR AGENTS



Inward Mission - Agent Information Sheet

Each year, English UK invites groups of educational agents and consultants to the UK to take part in one of our Inward Missions.

These missions offer agents the chance to gain direct experience of English language education facilities in the UK, including private language schools, further education colleges and universities. We hope that this opportunity to view firsthand the diverse range of accredited ELT available in the UK will enable you to develop contacts and build working partnerships with some English UK members, and ultimately to fulfill the needs of potential students more effectively.

What is an inward mission?

Inward missions usually last for a week, with agents arriving in the UK on a Saturday or Sunday and departing a week later. During this time, participating agents travel to various destinations within the UK in order to meet representatives from English UK member institutions. Agents will also be given the opportunity to visit buildings and facilities of member centres within the specified region.

An English UK staff member will accompany the mission throughout the week. A British Council representative from the target country is also invited to join the group.

There are typically two workshops and five or six showcases in each mission. At the end of the week, a 'farewell' dinner and drinks reception is arranged by English UK.

Representatives from all of the schools and educational centres involved in the mission are invited to attend this event.

Showcases

During an Inward Mission, the schedule will typically include two showcases on each day, one in the morning and one in the afternoon. Agents will spend anywhere between 1 and 4 hours at a centre during a showcase.

Showcases give EUK member centres the opportunity to present their facilities and selling points to agents. They may include tours of buildings and surrounding areas, sample lessons, presentations, or simply a chance for the agents to chat to students from their own country.

Workshops

Workshops provide agents with the chance to meet numerous educators in a business-focussed yet informal environment. During a workshop, agents spend the whole day at a host centre. The day normally starts with a brief tour of facilities and an introductory presentation by the host school or centre. Following this, one-to-one business appointments are held with education representatives from other regions throughout the UK, as well as with the host member. Appointment sessions are arranged in advance using the eSchedule Lite online scheduling system.

Visits of the local area

English UK understands that the town and region in which a student is studying can be just as important as the institution. We therefore encourage educators to include tours of the local area in their showcase timetables, as this helps agents to advise students on the benefits of a particular location.

Cost of participation

Inward Missions are free to agents - English UK covers the cost of all accommodation, food and travel during the trip. As an agent, you only need to cover the cost of your flight to the UK, and any personal expenditure.

A coach is hired for the duration of the week, which transfers agents between venues during the mission at no extra cost. We also make arrangements for airport collections at the beginning of the trip.



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