



# The English UK Fair Italy 2017

**Monday 16 – Tuesday 17 October**  
Milan, Italy

A specialist ELT workshop for Italian language travel agents and representatives from English UK member language centres.

# Meet UK English language providers in Italy



## English UK fairs are brilliant for business: join us in **Milan** this October 2017

### The best people for the best business

The English UK Italy Fair in 2017 will be held in Milan, Italy.

Responding to the Italian market specifically, English UK has designed an event to help student recruitment specialists fully understand the variety of English language training (ELT) options available in the UK; and to build strategic partnerships with accredited UK providers.

### What's special about this English UK fair?

The Italian market is traditionally one of the most important source markets for the UK.

Our new event format will give you a unique opportunity to network with both the teachers you may work with locally and the English language schools you may send their students to.

Unchanged from our previous fairs, however, is the special focus on UK ELT, the combination of formal B2B meetings and social networking, and the inclusion of high-quality, accredited English language providers only. We are organising this event in collaboration with IALCA.

### What does the agent package include?

The event is all-inclusive, so agents, educators and exhibitors spend the maximum time together, working, networking and socialising. You will receive:

- Option to invite teachers you already work with to professional development seminars
- Networking drinks reception and dinner with Italian teachers, UK educators and exhibitors
- One full day of appointments with UK educators, scheduled in advance with Marcom eSchedule PRO
- Profiles of all participating agents and educators
- Simple listing in the event handbook
- Additional networking with UK providers over breakfast, refreshment breaks and a lunch
- One night's accommodation at Hilton Milan (for agents based outside of the city).

### Who is the fair for?

The event is open to 25 invited Italian study abroad agents, consultants, and educational tour operators; 20 English UK member centres; up to five exhibitors/sponsors; and 30 to 40 Italian secondary school teachers, who may lead student groups to the UK.

## Which businesses will most benefit from attending this fair?

Western Europe is the most important source region for ELT students in the UK and Italy is the biggest source market.

And, for the first time, in 2017 PON funds are available to the whole country with Molise, Abruzzo and Sardinia recognised as transition regions.

We are keen to bring Italian agents together with UK educators and local Italian teachers to discuss sending students to the UK to study English.

## Interested in joining us? Book quickly

There are only 25 agent places available, so register your place quickly at [englishuk.com/overseas-events](http://englishuk.com/overseas-events)

Find full details on all our upcoming networking events at [englishuk.com](http://englishuk.com). Every year we run a number of events, each serving a different world market.

## What do agents say about the English UK fairs?

*"I always enjoy very much this kind of little fair organised by English UK. I always find there something interesting for my business. It is more personal than these big fairs."*

*"A wonderful and very successful event. I have got a lot of information about English language schools and UK boarding schools."*

*"The English UK fair was organised very professionally and I found it very useful and I believe that it will be very productive. It was my first English UK fair experience and I had very good impression."*

*"Excellent cultural opportunities with plenty of time to get to know agents and other educators, sharing best practice and developing valuable contacts and friendships; a very productive event."*

**English UK fairs:** effective agent workshops for the English language teaching sector  
[englishuk.com/overseas-events](http://englishuk.com/overseas-events)

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