



The English UK Regional Fair Latin America 2017

Pre-departure handbook

Tuesday 4 to Thursday 6 April 2017
Buenos Aires, Argentina

Contents

Event programme	3
Venue and location	4
The venue.....	4
Booking extra nights	4
Getting to Buenos Aires	5
Getting to the Emperador Hotel Buenos Aires	5
During the fair	7
Online appointment system.....	7
Registration at the English UK Regional Fair, Latin America 2017.....	7
Internet access	7
Twitter	8
Special dietary requirements.....	8
Delivery of materials	8
Evening events	9
Welcome reception and dinner.....	9
Networking evening: an interactive evening of Argentinian culinary culture	9
Seminar programme	10
Appointment sessions	10
Local information.....	11
ATMs	11
Business hours.....	11
Climate	11
Currency.....	11
Credit and debit cards	11
Crime and personal safety	11
Electricity	11
Getting around.....	11
Language.....	12
Time zone.....	12
Tipping	12
Health	12
Useful website	12
Event organiser.....	13
English UK.....	13
Event partner	13
British Council	13

Event programme

Tuesday 4 April 2017

15:00	Hotel check-in	Hotel Emperador Buenos Aires
15:30– 18:00	Event registration	Lobby
16:00 – 18:00	Seminar programme	Cordoba/Granada Rooms
19:00 – 22:00	Welcome reception and dinner	Puerta Del Sol Room

Wednesday 5 April 2017

06:30– 10:30	Breakfast	
08:15	Event hall opens	Del Prado Room
09:00 – 10:40	Appointment sessions	Del Prado Room
10:40 – 11:00	Refreshment break	
11:00 – 12:40	Appointment sessions	Del Prado Room
12:40 – 14:00	Lunch	Maximus Restaurant (in hotel)
14:00 – 15:40	Appointment sessions	Del Prado Room
15:40 – 16:00	Refreshment break	
16:00 – 17:15	Appointment sessions	Del Prado Room
18:30 – 19:00	Bus transfer	
19:00 – 21:30	Networking evening: an evening of Argentine culinary culture	
21:30 – 22:00	Bus transfer	Return to hotel

Thursday 6 April 2017

06:30– 10:30	Breakfast	
08:45	Event hall opens	Del Prado Room
09:00 – 10:40	Appointment sessions	Del Prado Room
10:40 -11:00	Refreshment break	
11:00 – 13:05	Appointment sessions	Del Prado Room
By 12:00	Check out	Hotel Reception
13:05 – 14:15	Farewell Lunch	Del Prado Room

Venue and location

The venue

The English UK Regional Fair, Latin America 2017 takes place at:

Hotel Emperador
Ave del Libertador 420
Buenos Aires, Argentina

Tel: +54 11 41314000
Web: www.hotel-emperador.com.ar

This Hotel Emperador is located on the Avenida del Libertador, only a few steps away from the renowned Avenida 9 de Julio, close to the art galleries and museums district, a great restaurant area, around shopping malls, and in the elegant neighbourhood of Recoleta with easy access to Puerto Madero Harbour.

The hotel has 5-star amenities including a business centre with printing and copy services, a fitness centre, indoor swimming pool and sauna.

Hotel check in is from 15:00, check out is by 12.00 midday. Any additional incidental hotel charges should be paid on check out e.g. phone calls, mini bar charges and laundry.

We will travel off-site for the Wednesday evening dinner.

Booking extra nights

The fair package includes a single occupancy room for two nights (including breakfast and internet) from Tuesday 4 April (check-in) to Thursday 6 April (check-out).

If you would like to stay any extra nights at the Hotel Emperador, the special conference rate organised through ESA Latin America is:

Type of room	Single occupancy rate	Double occupancy rate
Deluxe	USD 193.60 tax and BB inclusive	USD 193.60 tax and BB inclusive

inclusive of tax. This special rate applies for the nights of 01, 02, 03, and 06, 07, 08 April only. Out of this period, the room rate is subject to the hotel's availability.

As all rooms are subject to availability, early booking is recommended.

Any extra nights' accommodation, must be requested through English UK and then paid to ESA Latin America. Please note any bedroom cancellations made within 30 days of the event will be subject to a cancellation charge equivalent to the full nightly rate for the duration of your stay.

To request additional nights, please complete the relevant section of your pre-departure form or contact:
Roz Rozidor, International Manager
roz@englishuk.com
Tel: + 44 20 7608 7963

Getting to Buenos Aires

International flights arrive into Ezeiza International Airport (EZE), officially known as Ministro Pistarini International Airport. The journey to the hotel is between 45 minutes and one hour by taxi, depending on traffic.

Domestic flights and flights from Uruguay arrive into Aeroparque Jorge Newbery, a short distance from downtown.

Getting to the Emperador Hotel Buenos Aires

From Ezeiza international airport (35 km from the hotel):

Taxi: There are two taxi options from the airport: Remises (unmetered radio taxis) can be booked through private companies inside the airport, on the lower level, and you should agree the fair at the time of hire. Taxis will cost around 650 pesos.

Official black-and-yellow Buenos Aires EZE taxi cabs can be found right outside the arrivals area. Ensure the driver starts the taxímetro (taxi meter) at the beginning of your journey to avoid arguments later. Tipping isn't expected, but leave the small change.

Bus: runs every 30 minutes between 05:00 to 21:00 between the airport and Terminal Madero in the city centre. One-way fare is 190 pesos. Takes 45 minutes+, depending upon traffic.

Visit [Ezeiza airport's website](#) for further information.

Airport transfers

If rather than travelling by taxi or bus, you would prefer to pre-book an airport transfer, our nominated travel agency, ESA Latin America, can help you arrange this. One way transfers by car:

- From Ezeiza International airport (EZE), USD 132 (approximately GBP 108)
- From Jorge Newbery Domestic airport (AEP), USD 88 (approximately GBP 70)

To book airport transfers, email Mr Gabriel Perez and Mrs. Irina Sinicky at ESA Latin America, as follows:

To: gabriel.perez@esalatinamerica.com or irina.sinicky@esalatinamerica.com
CC: roz@englishuk.com
Subject: English UK Regional Fair Latin America 2017– airport transfer

In the email please state:

- Your full name
- Number of passengers
- Arrival airport
- Flight arrival date
- Flight arrival time
- Flight arrival terminal
- Flight number

For departure transfers, please also email your departure airport, flight departure date, flight departure time, flight departure terminal and flight number.

Payment to ESA will need to be made in advance via bank transfer, or by credit card. For any cancellations made up to two weeks prior to the event, the full cost will be reimbursed, after this date a cancellation fee of 100% of the cost is charged.

Visas

Nationals from the following countries can visit Argentina without a visa for up to 90 days:

All EU nationals, Bolivia, Brazil, Chile, Colombia, Costa Rica, Cuba, Ecuador, El Salvador, Guatemala, Honduras, Nicaragua, Panamá, Paraguay, Peru, Uruguay, USA, Venezuela

This list is not exhaustive and is provided for reference only. Delegates should check with the Embassy of the Argentina in their own country or [on the Argentinian migration website for more information](#).

Travellers from Canada and Australia entering Argentina via any port of entry are required to pay a fee online before travelling and must show proof of payment on arrival.

During the fair

Online appointment system

All one-to-one meetings at the fair are made in advance using eSchedule Pro software, an online appointment scheduling system. This is managed by Marcom Connect.

You will receive further details about eSchedule Pro and your personal login information, via email direct from Marcom Connect, on 27 February so you have time to log-in and check your profile details and add a photograph, prior to the meeting scheduling opening. Scheduling will go live at 11:00 (GMT) on 28 February.

We encourage you to upload a photo to your profile as it is really helpful during the one-to-one meetings. Please upload this by Monday 20 March. The data for the printed event handbook will be exported on this date. Any changes made after then will not be included in the handbook and will appear online only.

During the fair you can log-in to the eSchedule Pro website to see full participant profiles and view your schedule.

In order to maximize the benefit of their participation, we ask all delegates to schedule a minimum of 16 appointments across the two workshop days (i.e. a 70% full schedule).

The appointment scheduling process closes at 14:00 GMT on Monday 3 April.

Registration at the English UK Regional Fair, Latin America 2017

Tuesday 4 April
15:30 – 18:00

Registration for the fair is at our hospitality desk in the lobby of the Hotel Emperador.

At registration, you will receive your welcome pack and name badge. Please wear your badge at all times during the event, as the colour of the lanyard helps you to identify the type of participant.

Educators wear blue lanyards
Agents and overseas British Council and DIT staff wear red lanyards
Exhibitors yellow lanyards
Guests and VIPs wear white lanyards

Your badge also acts as a pass to everything. Please note that non-registered colleagues, friends, or family members will not be permitted to enter the workshop halls, or attend the reception, dinners or lunches.

All hotel guests should check in separately to the hotel at the resort's main reception desk.

Internet access

Complimentary Wi-Fi internet access is available in all guestrooms of the hotel and will be provided in the meeting rooms.

Twitter

We would love you to tweet about the event. The hashtag is #eukoverseas. Follow us on Twitter for updates throughout the fair @englishuk.

Special dietary requirements

Please let us know, through your pre-departure form, if you have any special dietary requirements. If you have notified us in advance, at registration you will find a special dietary card attached to your badge. Before each meal, please place this card on your plate to tell restaurant staff of your requirements. For buffets, the food will be labelled.

Delivery of materials

If you are sending materials in advance, we recommend that all participants use our appointed shipper OCS Worldwide. Individuals have experienced issues with items being delayed at customs when using alternative courier firms.

With OCS Worldwide all participants' materials are consolidated into one shipment, ensuring the safe and timely delivery of your brochures. They need to receive your materials by Monday 6 March. They will contact all educators and exhibitors directly with full details, but please email exhibitions@ocsworldwide.co.uk for more information.

If, however, you decide to send your items separately to the hotel, please label them as follows:

Event: English UK Regional Fair, Latin America 2017 (04-06 April)

[insert name of school]

03 APRIL 2017 - Del Prado Room

[insert name of school]

TO: [insert name of delegate]

ADDRESS: Hotel Emperador, Av. Del Libertador 420, C1001ABR, Buenos Aires, Argentina

Each box must be clearly labelled, identifying both the conference and the delegate attending, plus the number of boxes/items in the shipment.

For security purposes, please also ensure you have notified the hotel prior to shipment. Email: cartacho@hotel-emperador.com.ar. However, in the event any package is retained or delayed at customs, neither the hotel nor English UK can be responsible for it.

The hotel will receive and store boxes no more than five business days prior to the function and two days' maximum following it.

Evening events

Welcome reception and dinner

Tuesday 4 April
20:00– 23:00

Our welcome evening takes place at the hotel with a buffet dinner in the Puerta Del Sol Room.

Networking evening: an interactive evening of Argentinian culinary culture

Wednesday 5 April
19:00 – 22:00

We will travel off-site to 'The Argentine Experience' where an international team of guides will be on hand to spoil you and take you through every step of a culinary journey:

- Choose from gourmet fillings to create your own empanada learning the traditional *repulgue* technique.
- Use your imagination in Argentina's first and only novelty *empanada* competition.
- Enjoy great Argentine steak, cooked to order (vegetarian, pescetarian and celiac options will be available on request).
- We have chosen a *Torrontes* and two distinct *Malbec* wines, from boutique wineries in Mendoza, paired to complement the food. Learn about and enjoy unlimited wine throughout the dinner. White wine is also available on request.
- Learn how to communicate like a true Argentine with a classic hand gesture class!
- For desert make your own *alfajores*, Argentina's national sweet.
- Finally, get taught about the history and etiquette of *mate*, Argentina's national pastime, and prepare it from scratch among yourselves.

Transfers between the hotel and The Argentine Experience will be provided. The dress code for the evening is casual.

Seminar programme

Tuesday 4 April
16:00 – 18:00

Seminar will take place in the Cordoba/Granada Rooms. Full details of the seminar sessions can be found in the Welcome Pack that you will be given at registration.

Appointment sessions

Wednesday 5 and Thursday 6 April
09:00 – 17:05 and 08:45 – 13:05

All meeting appointments are arranged in advance through Marcom eSchedule Pro software. The meetings will be in Del Prado Room, which is located on the 1st basement floor of the hotel.

This workshop hall will be open from 8:00 on Wednesday 5 April for the set-up of tables. Each educator and exhibitor has a table and two chairs and their agent meetings will take place at this table. All promotional materials should fit either on/under the table.

On Thursday, the hall will open at 08:30 with appointments commencing at 08:45

Local information

ATMs

ATMs are widespread, but they can run out of money quickly at weekends. Around the corner from the hotel is a bank with ATMs (3min walk for currency exchanges). Open Mon-Fri 10:00 – 15:00

Business hours

General business hours in Buenos Aires are 08:00 to 17:00 Monday to Friday.

Climate

April is autumn in Argentina, an ideal time to visit. The average temperature in April in Buenos Aires is 23 centigrade, dropping to 14 at night. It can rain at any time of year, so be prepared for the possibility.

Currency

Argentine Peso (ARS) is the official currency. It is divided into 100 centavos. USD 1 = ARS 15.68. GBP 1 = ARS 19.54 (as at 9 Feb 2017). Note that it is very difficult to pay with a large bank note at a kiosk or small business.

Credit and debit cards

Most shops and hotels in Buenos Aires accept major credit and debit cards.

Crime and personal safety

While most neighbourhoods with tourist appeal are generally fine, pickpockets are common in Buenos Aires, and delegates should pay attention to their personal safety, particularly in the evening. Keep an eye on personal belongings and avoid having valuables on display when out and about. San Telmo, a popular neighbourhood for tourists, is safe during the day but taxis should be taken at night.

Electricity

Argentina operates on 220 volts at 50 Hz. There are two types of plugs: those with two round prongs (as in Europe), and those with three angled, flat prong. Don't forget to bring an adaptor with you, if necessary.

Getting around

Taxis are a cheap and convenient way to get around the city. The hotel and most restaurants can order a *remise* (unmetered radio taxi) for you. The fare will be fixed, and you should ask before you begin the journey.

Alternatively, official black-and-yellow taxi cabs can be hailed down. Look for the words 'radio taxi' indicating the vehicle is part of a licenced agency. Ensure the driver starts the *taxímetro* (taxi meter) at the beginning of your journey. Tipping isn't expected, but you can leave the small change.

For delegates planning to extend their stay, the Subte (Metro) is a cheap and easy way to get round the city quickly during the day. The system operates between 5am and 10:30pm from Monday to Saturday; and from 8am to 10pm on Sunday.

For more information or recommendations about tourist activities, talk to the hotel's concierge.

Language

Argentina's official language is Spanish though Argentinian Spanish, locally referred to as *castellano*, has notable differences compared to other Spanish dialects. English is widely spoken in the service industries.

Time zone

GMT -3 hours.

Tipping

It is customary to tip 10% in restaurants, even when a *cubierto* (bread and silverware charge) is included. Bartenders are occasionally tipped. Leave cab drivers the small change.

Health

Travel insurance is essential. No specific vaccinations are required to enter Argentina but Hepatitis A and Tetanus immunisations are recommended.

You should follow the advice of the [National Travel Health Network and Centre](#) and discuss your travel plans with your healthcare provider, particularly if you're pregnant or planning to become pregnant.

There is a risk of dengue in the provinces north of and including the province of Buenos Aires, so travellers should avoid mosquito bites.

Useful website

Buenos Aires's tourism authority website: <https://turismo.buenosaires.gob.ar/en>

Event organiser

English UK

www.englishuk.com | www.studyworldfair.com

English UK is the world's leading language teaching association, with around 450 accredited members located in the UK. It is a UK registered charity, with the key aim of advancing the education of international students in the English language.

Members are private language schools, educational trusts and charities, and language centres in further education colleges and universities. All our members are accredited under the Accreditation UK Scheme, which is managed by the British Council in partnership with English UK.

We are also the organisers of StudyWorld London – our largest annual event which connects study abroad agents with hundreds of quality UK education providers including English language centres, colleges, universities, pathway providers and boarding schools.

If you have any questions about the fair or English UK, email roz@englishuk.com or come chat with Roz or Louise at this workshop.

Event partner

The English UK Regional Fairs are supported by the British Council.

British Council

www.britishcouncil.org | www.educationuk.org

The British Council is the UK's international organisation for cultural relations and educational opportunities. Our purpose is to build relationships between people in the UK and other countries – connecting the UK to the world and world to the UK.

Our goal is to increase the knowledge and use of the English language across the world, and to encourage more students to come to the UK to study English, learn about UK culture and people, and perhaps move on to Further and Higher Education in the UK.

Our quality assurance scheme, Accreditation UK, supports the teaching and learning of English, helping to strengthen UK English language teaching in a highly competitive international market and building lasting relationships with the UK for millions of learners. We greatly value the work that agents do to promote the UK as a destination to learn English.

We aim to support that work by providing agent training programmes, relevant information and marketing resources.

Come and visit our stand to find out more about the British Council's work in English language teaching.

