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The English UK Annual Conference & AGM

The Midland Hotel, Manchester

Monday 11 - Tuesday 12 May 2015

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The English UK Annual Conference and AGM 2015 Programme

Monday 11 and Tuesday 12 May 2015

The Midland Hotel, Manchester

Introduction

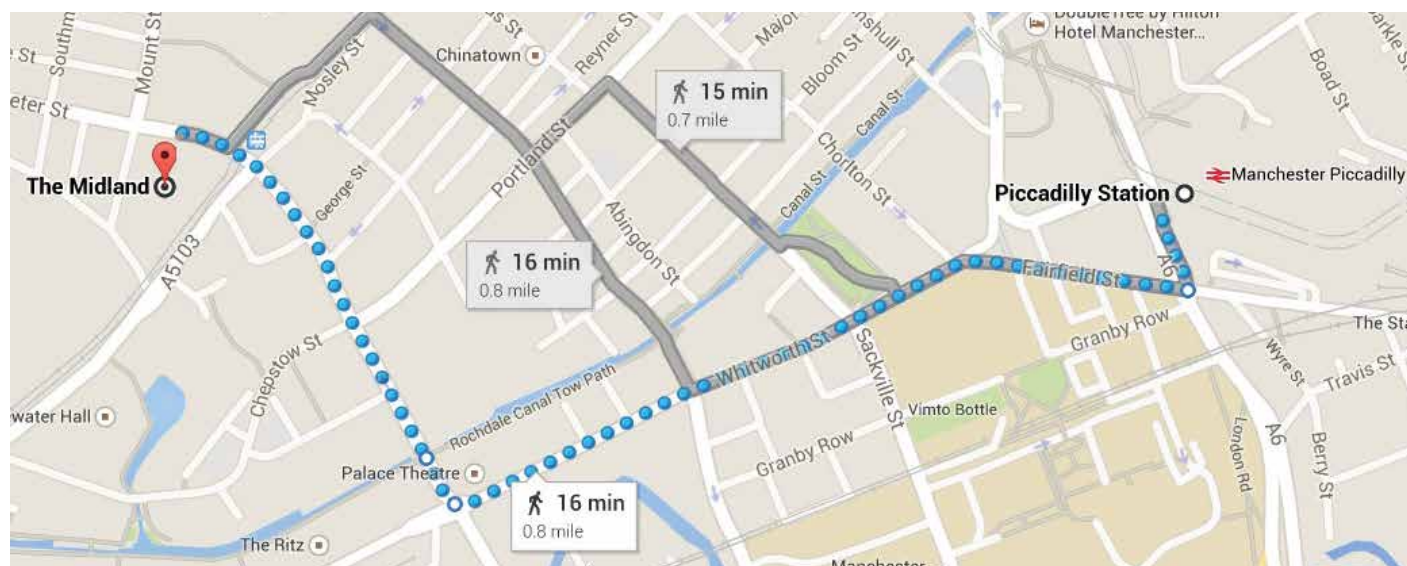
This two-day annual event is one of the highlights of the English UK calendar, giving you the chance to take part directly in the affairs of English UK, hear from industry experts, gain updates on topical issues and, of course, catch up with colleagues from all over the country.

Delegates are also encouraged to share opinions on the work of English UK: this is an opportunity not just to be informed but also to inform the work of the association. On the first day, there will be extended sessions led by the Chief Executive and Deputy Chief Executives of English UK focusing on our range of activities in 2014/2015 and our strategy for the future, including the lessons to be learnt from our first major membership survey. In addition, the conference will end with a panel presentation from our Public Affairs Advisory Group. Participating delegates will include owners of language teaching operations, senior centre managers and heads of department from across the ELT sector.

The venue: The Midland Hotel, Peter Street, Manchester, England, M60 2DS

(<http://www.qhotels.co.uk/our-locations/the-midland-manchester/>)

This year's conference is held at the Midland Hotel, an impressive building that stands proud in the heart of Manchester's city centre, and is over 100 years old. **The hotel has great accessibility:** just 200m from Oxford Road Station and 800m from Piccadilly Station.



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English UK would like to express thanks to Trinity College London, whose ongoing support enables us to put on high quality ELT events which represent real value, financially and professionally, to delegates.

Established in 1877, Trinity College London has been assessing English language proficiency and supporting teacher development since the 1930s. Trinity's English language and teaching qualifications continue to provide life-changing opportunities for thousands of people around the world. For more information please visit www.trinitycollege.co.uk

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ELT Exhibition

On both days of the conference, delegates will have the opportunity find out what's new in the world of ELT. The following exhibitors will be present in the Alexandra A suite: Guard.Me, the British Council, Guided e-Learning, Pearson, Infospeed, ICEF, Intrinsic, Cambridge English Language Assessment, IELTS, Endsleigh, Gibbs Denley, Inline Marketing, peerTransfer, Trinity College London, Uni-Pay and Britannia Student Services.

All refreshments will be served in the Alexandra A and Petersfield Suite.



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The British Council is a recognised world leader in English language teaching with a remit to widen the knowledge and use of the English language across the world.

The British Council supports UK ELT providers through:

- Specialist quality assurance: Accreditation UK
- Overseas promotion: agent training and resources
- Resourcing teachers: TeachingEnglish website
- Developing teachers: CPD portal
- Encouraging innovation: the ELTons

www.britishcouncil.org/english www.britishcouncil.org/accreditation



Conference drinks reception and dinner

This year's drinks reception will take place on Monday 11 May at the Manchester Town Hall, Petersfield, Manchester, M2 3GX, in the Lord Mayors Parlour from 19:00 to 21:30.

Conference drinks reception and dinner

Drinks and bowl food will be served – you won't need dinner afterwards!



The Hall is approximately 3 minute walk from the The Midland Hotel.



Share your views

Get online and get involved on Twitter. Share your thoughts and insights with the hashtag **#eukac15**

Suggested route: Head west on Peter St toward Mount; turn right onto Mount and then right again onto Lloyd St. The Manchester Town Hall will be on your left.


The drinks reception is kindly sponsored by the British Council



Annual Conference and

AGM 2015 Programme Overview

A) Day One: Monday 11 May

12:30 – 14:00	Registration Hotel Lobby
13:00 – 14:00	Lunch (buffet style) and exhibition Alexandra A
14:00 – 14:10	Conference welcome from English UK Chair Sarah Cooper Alexandra B
14:10 – 14:15	Conference welcome from Trinity College London Henry Tolley Alexandra B
14:15 – 15:00	English UK review of 2014 Eddie Byers, Huan Japes and Annie Wright Alexandra B
15:00 – 16:00	AGM (Members only) Alexandra B
16:00 – 16:30	Refreshments and exhibition Alexandra A
16:30 – 17:30	Membership Satisfaction survey and English UK strategy 2015/2016 Eddie Byers, Huan Japes Oak Room
19:00 – 21:30	Drinks reception sponsored by  BRITISH COUNCIL Manchester Town Hall

B) Day Two: Tuesday 12 May

09:00 – 09:30	Registration & refreshments		
09:30 – 09:40	Conference welcome from English UK Chair Sarah Cooper Alexandra B		
09:40 – 09:55	Conference welcome from Trinity College London Henry Tolley Alexandra B		
10:00 – 10:30	The British Council and you: still crazy after all these years? John Knagg Alexandra B		
10:30 – 11:00	Refreshments and exhibition Alexandra A		
11:00 – 11:50	Delegates will have a choice of attending one of the following:		
	1A. Care of under 18s – working with staff, group leaders and agents Michael Bruce, Sarah Etchells, Claire Rickards and Liz McLaren Alexandra B	1B. Business English UK: the past and future Sarah Wang, Maurice Cassidy and John Barnett Stanley Suite	1C. The assessment needs for UK ELT Steven Burrows Victoria Suite
11:55 – 12:45	Keeping up with the Home Office Nichola Carter Alexandra B		
12:45 – 13:45	Lunch (buffet style) and exhibition Alexandra A		
13:45 – 14:45	Asian Student Mobility Trends and Effective Recruitment Techniques Jacqueline Kassteen Alexandra B		
14:40 – 15:30	Delegates will have a choice of attending one of the following: (45 min)		
	2A. Consumers' rights/ regulations and data protection law update Penningtons Alexandra B	2B. Regional groups – the heart of English UK? Andrew Hjort and Nigel Paramor Stanley Suite	2C. New Oriental and why it matters to UK language schools Ding Shan Victoria Suite
15:30 – 15:50	Refreshments and exhibition Alexandra A		
15:50 – 17:00	English UK Public Affairs discussion Eddie Byers, Timothy Blake, Val Hennessy and Tas Bhanji Alexandra B		



Session details

and speaker biographies

Day One: Monday 11 May 2015

12:30 – 14:00: Registration, lunch, refreshments and exhibition, Hotel lobby and Alexandra A

14:00 – 14:10: Conference Welcome from English UK Chair, Alexandra B

Sarah Cooper, Chair of English UK

14:00 – 14:15: Conference Welcome from Trinity College London, Alexandra B

Henry Tolley, Trinity College London

14:05 – 15:00: Opening Plenary, Alexandra B

English UK review of 2014

Eddie Byers, Huan Japes and Annie Wright

Join Eddie Byers, Annie Wright and Huan Japes for an account of English UK's work over the last year, covering what we have achieved and the changes in the national and international scene, including the work of the International and Professional Services departments, plus key statistics on how the UK English language sector performed in 2014. Eddie will also cover some of the key challenges that the association faces.



Eddie Byers joined English UK in 2014 from the British Council where he was Managing Director of its Programmes & Projects unit, a multi-million pound commercial contracting unit delivering services for clients including the European Union, the UK and Scottish governments, and other international agencies. He was a director of Education UK, which brought together more than 300 universities and businesses to promote the UK's education offer and bring students to our schools, colleges and universities. He was also responsible for the Erasmus and Comenius scholarship and exchange programmes.

Previously, Eddie spent six years as Director of Industry Engagement for VisitScotland, helping to merge 15 area tourist boards, stimulating partnership working across the industry and developing increased commercial activity.

Eddie has a degree in Business Studies from Edinburgh Napier University and an MBA from the Open University.



Huan Japes runs English UK Professional Services Team, which leads on quality assurance and professional development for our members and the wider ELT sector.

He co-ordinates our annual conferences and organises a wide variety of training days covering general and educational management, teaching and learning, and student welfare. He also oversees the Accreditation Consultancy Service (ACS), which supports language centres preparing for Accreditation UK inspections.

Huan deputises for the CEO on all membership and accreditation-related matters and is responsible to the English UK Accreditation & Professional Services Board.

Huan was well-known in the EL sector both in the UK and abroad before joining English UK in 2012, previously he was Teacher Qualifications Manager for Trinity College London, responsible for TESOL qualifications, and before that was Training and Recruitment Manager for EF English First.

Huan taught English in Italy for more than a year, and speaks French and Italian. He has a history degree from the University of London and a Masters in TESOL from the Institute of Education. He is particularly interested in CPD and e-learning.



Annie Wright runs the English UK International Team, which is responsible for StudyWorld London and the English UK Fairs, inward and outward missions, and market scoping as well as marketing communications, promotions, brand management and our website. The team also looks after relationships with agents, including the Partner Agency Scheme.

Annie has overall responsibility for English UK's brand identity and leads on business development initiatives. She deputises for the CEO on all business-related matters and is responsible to the English UK Enterprises Board.

Annie joined ARELS, one of English UK's predecessor organisations, in 1999, and was jointly responsible with CEO Tony Millns for rebranding its annual trade event as StudyWorld London. Annie represents English UK at local and international events and missions.

Annie has a degree in Fine Art from the University of Northumbria in Newcastle and a Masters in Arts Policy & Management from Birkbeck, University of London. She is a governor of an inner-London primary school.



ENGLISHUK
corporate member



15:00 – 16:00: English UK AGM (members only)

16:00 – 16:30: Refreshments and exhibition, Alexandra A

16:30 – 17:30: Plenary

Membership Satisfaction Survey and English UK Strategy 2015/2016

Huan Japes and Eddie Byers

For the final session of the day, we will begin by highlighting the key results from our first ever large-scale membership survey and propose the appropriate follow-up action we need to take in order to ensure that we are better able to analyse and meet the needs of all our members.

Eddie Byers will then outline English UK's strategic plan for the coming year and beyond, following discussion in 2014 and 2015 with English UK's main board and staff. After outlining the principal political and economic challenges the sector faces, he will clarify English UK's on-going purpose and mission, the objectives and strategies English UK will employ in order to achieve its mission, and the measures we will use to determine progress. The key objectives he will focus on are:

1. Engaging our members and satisfying their needs
2. Pursuing a more supportive business environment for the UK ELT sector
3. Supporting the continued improvement of the UK ELT sector
4. Promoting the UK as the world's foremost ELT study destination

Eddie Byers is CEO of English UK (for full profile see page 9)

Huan Japes is Deputy CEO (for full profile see page 9)

19:00 – 21:30: Drinks reception at Manchester Town Hall

Day Two: Tuesday 12 May 2015

09:00 – 09:30: Registration, breakfast, refreshments and exhibition

09:30 – 09:40: Conference Welcome from English UK Chair

Sarah Cooper, Chair, English UK

09:40 – 09:55: Conference Welcome from Trinity College London

Henry Tolley and Andrew Harrison

10:00 – 10:30: Plenary

The British Council and you: still crazy after all these years?

John Knagg

The British Council enters the 2015 reporting year with new leadership and a new corporate plan in the wake of the Triennial Review recommendations. John Knagg will revisit the core purpose of the British Council, its intended benefits to the UK in general, before moving on to its work in English and its connection with the ELT Sector in the UK, including the Accreditation UK Scheme. He will leave time for questions and further discussion.



John Knagg OBE has spent his career in the BC in Europe, the Middle East, the Far East and South America as English teacher, Teaching Centre Manager and Country Director. Based in the UK, he is Senior Advisor for English based in the UK, represents the British Council on a range of ELT issues, supports British Council colleagues globally on English projects and is the British Council Chair of Accreditation UK.

10:30 – 11:00: Refreshments and exhibition**11:00 – 11:50: Elective Sessions****1A. Alexandra B**

Care of under 18s – working with staff, groups leaders and agents

Michael Bruce, Claire Rickards, Sarah Etchells and Liz McLaren

This session will begin with a brief update on 'Young Learners English UK', followed by a panel discussion on ways to get agents, group leaders and your own staff on your side in understanding the importance of the procedures required.

Following this, Liz McLaren, British Council Accreditation Unit Manager, will provide an overview of the last 18 months in relation to the development and implementation of the new inspection requirements for Care of under 18s. The session will include statistics on how centres have been performing against the new section standard, areas that have been causing problems and some pointers based on inspector findings in centres demonstrating high standards.



Michael Bruce is the Academic Director/Market Development Manager at Stafford House Study Holidays. Michael was a teacher and Director of Studies and ran teacher training courses in England, Malta, USA and South Africa. In the nineties, Michael set up a school in Florida, and was then appointed Principal of a new school in Central London, where he also became involved in global sales and marketing. He is responsible for group and individual sales from East and South East Asia for Stafford House Study Holidays and is also involved in policy relating to operations, recruitment and quality assurance for 14 summer campuses across the UK. Michael was the founder member of YLEUK and was Chair for 6 years.



Claire Rickards is the Academic Manager, Experience English Young Learners.

Claire's EFL career began in Spain in the 1988 with International House where she spent 10 years teaching English to adults and young learners. She has many years of experience as an EFL teacher, Director of Studies, CELTA teacher trainer and manager of Young Learner courses.

For the last ten years she has worked as an Academic Manager overseeing the academic programme for Young Learners around the UK.

Claire is a committee member and founder member of Young Learners English UK.



Sarah Etchells lived in Thessaloniki, Greece for five years before returning to England to set up English Country Schools with her husband. Sarah was one of the founder members of Young Learners EUK and is now Co-Chair with particular responsibility for child safeguarding. She has written articles for the EL Gazette, C&TS and StudyWorld as well as presenting at StudyWorld, English UK AGM and sitting on a panel with the British Council to discuss the criteria for the new section of 'Care for Under 18's' in the British Council Accreditation handbook.



Liz McLaren is the Manager of the British Council Accreditation Scheme. She taught English in Spain before joining the British Council and has worked in the Accreditation Unit since 1992. She hasn't written any books but has been responsible for many editions of the accreditation Handbook! As Manager Accreditation UK she is responsible for the day-to-day management of the Scheme, the accreditation team in Manchester, inspectorate and ASAC.

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1B. Stanley Suite

Business English UK: the past and the future

Sarah Wang, Maurice Cassidy and John Barnett

Business English UK has been a very active sub-group of English UK since its inception. With the sole focus of promoting its members to corporate clients overseas, in the past 8 years the group has delivered 30 high profile inward missions involving over 200 senior managers from some of the largest international companies around the world. The group has also participated in more than 50 overseas events and has extended its marketing reach in over 22 countries, all with very limited resources. So what results has the work of BEUK brought to its members? What are the successes and what lessons have been learnt? This session will give an honest examination of BEUK's work to date and outline our thoughts on the future of the group within today's challenging economic outlook.



Sarah Wang, International Manager, joined English UK in 2005 and was initially involved in marketing research projects. She took over the International Manager role of Business English UK in January 2006 and has been responsible for the overall operation of the group. Her role has been further expanded to include international projects at English UK.

Sarah studied and worked in China before coming to the UK to pursue her postgraduate studies. She gained her Master degree in Education from Manchester University in 1999. Before joining English UK, she worked in a managerial position for a large international telecom company in London for four years.



John Barnett has many years of experience as a Business English trainer and presenter. He has owned and managed Business English training schools in both Germany and England. John was the first Chair of Business English UK and is still on the committee. He is also an English UK board member. In his spare time he works as Principal of the Cambridge Academy of English.



As the Director of the Executive Centre at International House London, **Maurice Cassidy's** job involves overseeing the design and delivery of a broad range of mainly business English courses to clients from all over the world. Over a long career in English Language Teaching he has worked in both the private and state sectors in many countries including Finland, Poland and Hungary. At International House London he has run special projects, teacher training programmes, and taught many people from a wide range of backgrounds. Originally from Belfast, he lives in South London and has a B.Sc., M.A. and RSA Dip TEFLA.

1C. Victoria Suite

The assessment needs for UK ELT

Stephen Burrows

This focus group session, led by a facilitator, will look at the assessment needs of UK English language course providers. In an ever-increasing competitive ELT market, course providers need to be able to differentiate themselves from competitors not just in the UK but also in other English-speaking countries. This session will explore what type of student assessment provided by course providers could give schools an extra USP. We will discuss what features of that assessment would like and how it could benefit the UK's ELT sector.

Quantitative and qualitative data will be gathered from the group's discussions during this interactive session which will contribute to the production of a short research report. This will be made freely available to all accredited schools.



Stephen Burrows is the network examiner manager for Aptis, an English language assessment tool developed by the British Council. Stephen has worked for the British Council for the past 10 years as a teacher, teacher-trainer and manager in Portugal, Egypt and the UK. Stephen is Cambridge DELTA qualified and has an MA in TEFL/TESOL from the University of Birmingham. He was also awarded Roehampton University's Certificate in Language Testing and Item Writing and has written test items for Aptis and also been closely involved with language test development, trialling and training, with particular focus on speaking and writing tests.

11:55 – 12:45: Plenary Session, Alexandra B

Keeping Up with the Home Office

Nichola Carter

Immigration continues to be a hot topic in the UK and 2015 has already seen the end of SVV, the birth of STS, the first HTS HEI licence suspension and the introduction of BRPs for overseas applicants. This session will review the latest changes in immigration law for English language providers, including those with a Tier 4 sponsor licence, and will also provide key tips on international student recruitment under both Tier 4 and the Short Term Study routes and compliance with the rules.

The session will be of interest to those who own and manage colleges that recruit international students and those who work in compliance.



Nichola Carter has been practising immigration law for almost two decades. She led English UK's successful High Court challenge against the then Home Secretary in 2010 and has continued ever since to play a pivotal role in protecting the education sector from the Government's insatiable drive to cut net migration. A former partner at Penningtons Manches LLP, Nichola left in 2012 for the new and exciting challenge of establishing a boutique immigration practice, Carter Thomas Solicitors.

12:45 – 13:45: Lunch, Alexandra A

13:45 – 14:35: Plenary Session, Alexandra B

Asian Student Mobility Trends and Effective Recruitment Techniques

Jacqueline Kassteen

Asia is a powerful region that many education providers rely on, but its behaviour as a sending market is changing. We'll highlight the biggest trends in South Korea, Japan, and China as well as the latest shifts in enrolment patterns, and the implications they might have on your marketing and recruitment efforts. Attendees will discover the most effective recruiting tactics, marketing techniques and messages, and get tips regarding social media, competitors, partnerships, and new product offerings.

Finally, this session will also review the evolution of marketing trends over the years, and explain how these apply to your brand today. The plenary concludes with an inspirational nod towards the future, and reveals the one crucial marketing technique you'll need to appeal to millennials and to differentiate yourself in the years ahead.



Jacqueline Kassteen, Director ICEF Monitor, has over 15 years of marketing experience in the international education and student travel industries, as well as in publishing, lead generation, retail, and financial services. She holds a Bachelor of Science degree in Marketing from Rutgers University as well as CELTA qualification for adults and young learners. She moved to Europe in 2001, has lived in eight countries, and is currently based in London. She has previously spoken at conferences for English USA, IALC, ALTO, AIRC, and ICEF. Jacqueline joined ICEF in 2011 to launch ICEF Monitor, now the most popular website for international student recruitment.

14:40 – 15:30: Elective Sessions

2A. Alexandra B

Consumer rights and regulations and data protection law update

Emma Davies and Fiona Rodgers

Fiona will explain how to protect your business in light of the controversial 14 day cooling off period, introduced to 'protect' consumers entering into contracts by phone or via the internet (Consumer Contracts Regulations 2013). She will discuss what constitutes "provision of services" and is therefore affected by the Regulations, and how other services might be excluded – as well as explaining information which needs to be provided to individuals, statutory notices which providers need to display (e.g. website disclaimers), and suggestions for protecting your business when faced with last-minute bookings.

Emma will provide a brief refresher of the key requirements of the Data Protection Act, before discussing current hot topics relating to data protection – including legal requirements when processing data of under 18s, consent for processing sensitive personal data, legal requirements when sending data outside the EEA, protecting your business from disclosure of unwarranted information (data subject access requests) and an overview of risks, penalties and remedial steps that can be taken if you get it wrong.



Emma Davies' dispute resolution work includes breach of contract and professional negligence cases. She specialises in regulatory compliance matters, including data protection, health and safety/fire safety compliance, property-related disability discrimination and environmental law. She advises clients facing data subject access requests, investigations and interventions from their regulator, and also represents clients in related civil disputes. She is a member of the UK Environmental Lawyers' Association and the Health and Safety Lawyers' Association.

Emma also deals with a variety of licensing issues for pubs and clubs, off-licences, public schools, universities and other educational bodies and is herself a Personal Licence Holder.



Fiona Rodgers is a commercial lawyer focusing on intellectual property. She advises clients drawn from a variety of sectors, including education, and acts for a range of companies, organisations and individuals. She has expertise in drafting and negotiating a broad cross-section of commercial contracts including terms and conditions of business, service agreements, agency and distribution agreements, material transfer agreements, non-disclosure agreements, collaboration agreements and hire agreements. Fiona regularly advises on intellectual property rights, branding and licensing and has particular expertise in advising on trade mark disputes and copyright as well as advising in relation to domain name disputes.

2B. Stanley Suite

Regional groups – the heart of English UK?

Andrew Hjort and Nigel Paramor

From a focus on local promotion, often of less well-known parts of the UK, English UK North has evolved to provide a voice for members across the North of England, a platform for training and increasingly a means for English UK to interact with its members. Going forward, it is likely that the new emphasis on lobbying will use the regional network to provide relevant local assistance. We will look at where we started, where we are now and suggest where regional groups, as a central part of English UK, could go in the future.



Andrew Hjort is Coordinator of English UK North, Chair of the Accreditation and Professional Services Board, an English UK member of the main board of Accreditation UK and Principal of Melton College, York



Nigel Paramor is Deputy Coordinator of English UK North, and has been involved with development of the group since its creation in 1994. He has worked in the private sector, and state FE and HE, is a member of the newly formed EUK Public Affairs Advisory Committee, and is the Principal of English in Chester.

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The Nightmare Before Christmas: "Nobody is afraid here!" Jack thought. "They aren't screaming. Nobody's dead!"

NOTTING HILL: "It's not real, you know... being famous. I'm also just a girl. Standing in front of a boy. Asking him to love her."

ALICE IN WONDERLAND: "Am I different? I was Alice yesterday, but everything is different today. Perhaps I'm not me now. So who am I? That's the question."

FORREST GUMP: "Maybe I am an idiot, but I'm not stupid."

Pirates of the Caribbean: "You remember Jack Sparrow, don't you?" "Captain Jack Sparrow", they said together.

Oliver Twist: "Please don't say some more."

Dr Jekyll & Mr Hyde: "There's magic in this potion, I know there is. The magic was the robin." "Ah, that's not Jekyll's voice, it's Hyde's!"

THE SECRET GARDEN: "There's magic in this garden, I know there is. The magic was the robin."

Sherlock Holmes: "I found the explanation of this affair by sitting in a comfortable armchair and smoking my pipe all night."

DEAD MAN'S CHEST: "You remember Jack Sparrow, don't you?" "Captain Jack Sparrow", they said together.

LOVE actually: "If you look for it, you'll find – I think – that love actually is all around us..."

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2C. Victoria Suite

New Oriental and why it matters to UK language schools

Ding Shan

New Oriental is the largest provider of private educational services in China. Since its establishment in 1993, New Oriental has had approximately 20.2 million student enrolments, including approximately 2.7 million enrolments in 2014. In 2005, New Oriental extended its service to offer short term study travel programmes to its students through 'Beijing Walkite International Travel Co. LTD.' It soon became the largest operator in this field in China, sending thousands of students to the UK, US and other destinations.

New Oriental has ambitious plans in expanding its business globally. Setting up Walkite International Academy in the UK is the first key step of its international strategic development.

In this talk, Mr. Shan Ding will share with you the success of New Oriental in China, its current products and its global strategic development plan. He will offer ideas to UK schools who wish to gain new business from China through collaboration with New Oriental and develop new products to meet the increasingly sophisticated needs of Chinese consumers.



Mr Shan Ding, as the Deputy General Manager of the Walkite International Academy, is responsible for its daily operation, taking care of its clients when they are travelling in the UK and European countries. His duties also include selecting UK and European working partners and suppliers, making sure the high quality service standards are maintained throughout.

15:30 – 15:50: refreshments and exhibition, Alexandra A

15:50 – 17:00: Closing Plenary, Alexandra B

English UK Public Affairs Discussion

Eddie Byers, Timothy Blake, Val Hennessy and Tas Bhanji

This session will focus on the changing political environment and the outlook for our members. Recent years have been particularly turbulent with seemingly never-ending changes to the visa rules. The underlying reasons are relatively straightforward: the UK government counts international students as migrants while the SELT exam fraud has led to greater scrutiny of this area. The impact has been severe for members and international students are questioning whether the UK really wants them. We will focus on the result of the General Election which will have only just been announced and consider what comes next. We will look at English UK's public affairs strategy against this backdrop of an unstable political future. Furthermore we will discuss the various areas of public policy concern, trying to distinguish between areas where we have some hope of making progress and those where this is less likely. Better industry information is crucial and we will introduce a new independent report which will be conducted to establish verified facts and figures related to UK ELT. We will identify the crucial role that all English UK members can play in raising the industry's profile and understanding of the sector amongst key political stakeholders. The session will be of interest to anyone concerned about the political environment in which we operate. Contributions will come from Eddie Byers, Chief Executive, from members of the EUK Public Affairs Advisory Group, Timothy Blake and Val Hennessy, and from Tas Bhanji representing MHP, our main professional advisors. There will be plenty of time for questions and comments.



Timothy Blake is the Chief Executive of The London School of English group and has been in EFL since 1970. Legally qualified and with an MBA, he is a past Chair of ARELS and in that role undertook a good deal of lobbying activity on behalf of the association. He is now the Chair of the Public Affairs Advisory Group, which advises the Executive and the EUK main Board on public affairs activities.



Val Hennessy, owner of International House Bristol, has been in EFL since 1983. During that time, she has worked as a teacher, teacher trainer, course and exam writer and examiner. She has been on the EUK Finance Panel since 2012 and joined the Public Affairs group last year.

Eddie Byers is CEO of English UK (for the full profile see page 9)



Tas Bhanji joined MHP in August 2013 from the CBI where she was a Senior Campaigns Adviser supporting the Business Environment Directorate to develop and implement policy campaigns on a number of different issues including infrastructure, construction and energy. Prior to joining the CBI, Tas spent a number of years working for international public affairs consultancies in Beijing and Brussels developing integrated corporate communication and public affairs strategies for a range of global clients such as ExxonMobil, Asia Pulp and Paper and Johnson & Johnson.

At MHP Tas works with a number of clients to develop and implement integrated public affairs and corporate communication strategies that help raise their profile with all the right stakeholders. She currently works with a number of clients across the energy, rail, technology and insurance sectors.



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For a list of UK and Ireland centres offering GESE exams please visit www.trinitycollege.com/PON

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