

BEUK activities

Sarah Wang

Special Interest Groups Manager

- Working in collaboration with UKTI & partners (TG) on **Workshops / scoping visits**
- Accessing direct corporate clients through **HR trade shows**
- Demonstrating UK offers through **BEUK Master Classes**
- Bringing clients to members through **BEUK FAM trips**

Workshops

BUSINESS
ENGLISH **UK**



1 March 2011

Corporate Training Workshop
in Prague



11 May 2011

Legal English Workshop in
Madrid

Trade shows

28-30 September
BEUK Village at
European People's
Management Conference



30 Nov – 1 Dec
UK Training Pavilion at
Expo Training in Milan

Master Classes

BUSINESS
ENGLISH **UK**



4 May 2011

ICBC - Beijing



10 May 2011

British Embassy Sofia

Inward Missions

- Ukraine (13-17 April)
- Spring Inward mission (25-28 May)
- StudyWorld FAM trip (8 – 13 Sept)
- World Of Learning (29 Sept – 1 Oct)
- Spanish Inward Mission (17-19 Oct)

Other activities

- PR in Jobs & Career
- New brochures
- New web site
- Scoping visit to Japan
- Business English Trainers' Conference
- IATEFL annual conference
- TESOL France conference / BESIG
- Promotion of BULATS

Opportunities for 2012

- Corporate Training workshops in Madrid & Barcelona
- BEUK Master Class & Exhibition in Sofia
- Education Trade mission to Serbia
- Spring Inward Mission
- ELT in Oil & Gas forum
- Study World Inward Mission
- WOL FAM trip
- Autumn Inward Mission

Opportunities for 2012

- Legal English workshop in Turkey
- Vienna Event
- Corporate Training mission to China & Japan
- Trade mission to Mexico & Panama
- IATEFL
- BESIG annual conference
- BEUK Open Days

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