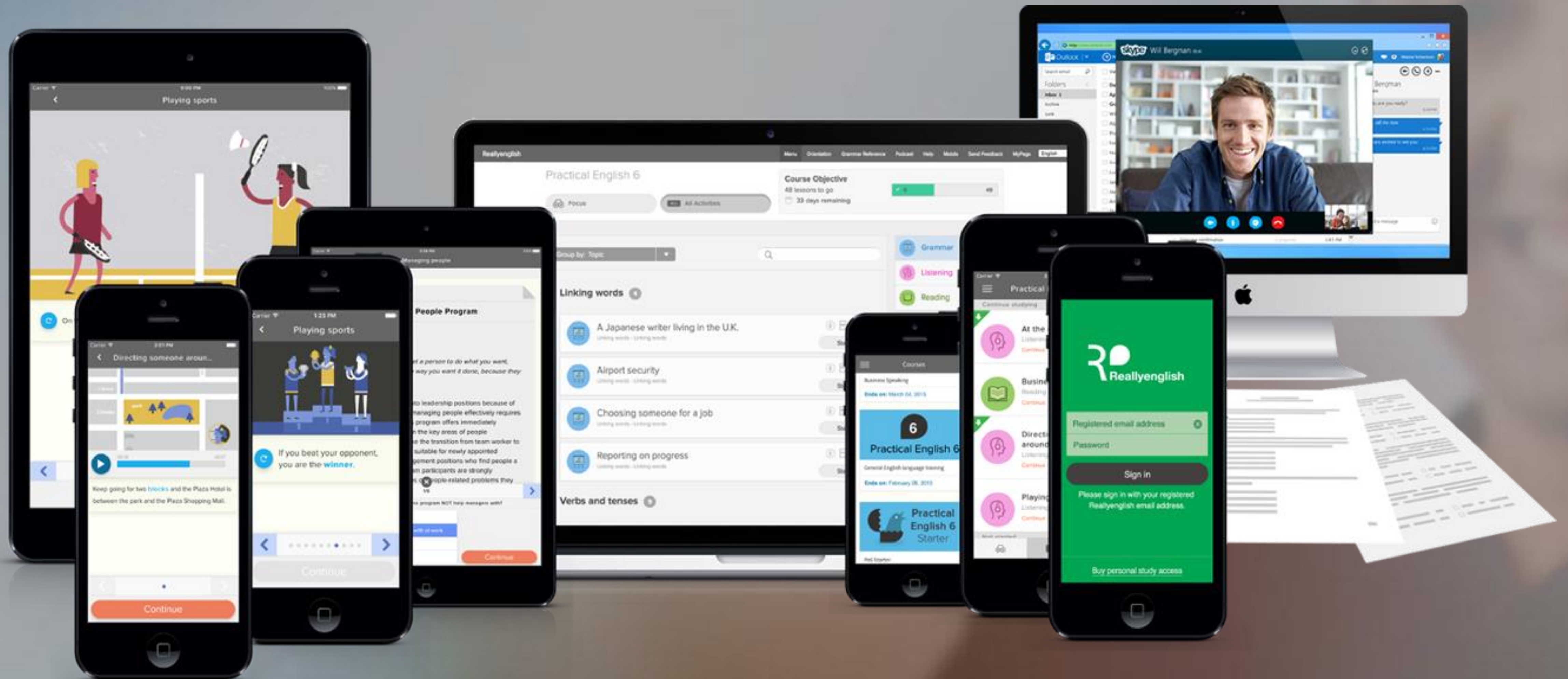


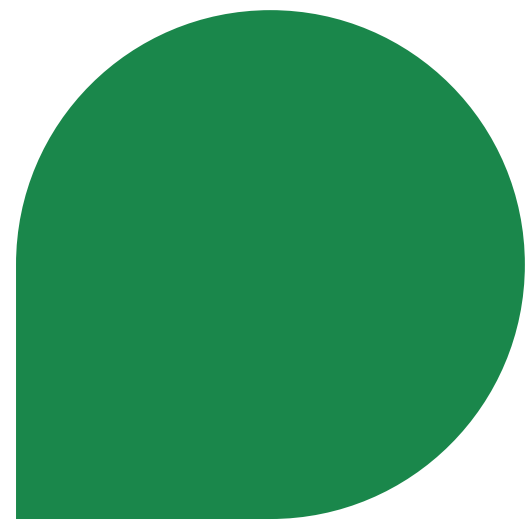


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- **Reallyenglish:** Who we are, What we do
 - **Demo:** How does it work?

Alison Castle
alison@castlekane.com



Flexible, affordable e-learning, m-learning and blended learning solutions for English language providers



Challenges for English language providers

In a mature, competitive market, providers are asking:

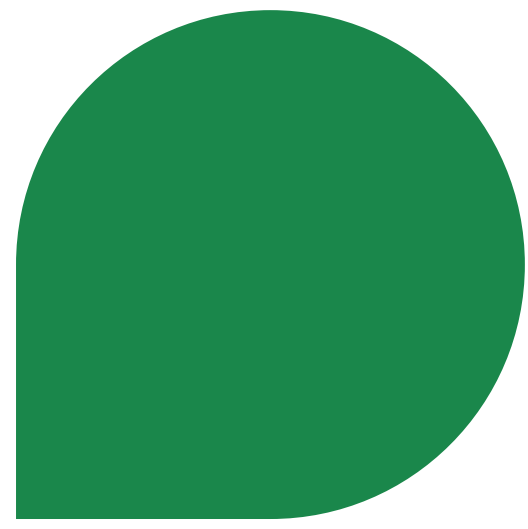
How can we...

1. Maintain a competitive advantage?
2. Control costs of materials and leverage technology in cost-efficient ways?
3. Provide digital content without heavy investment or product development?
4. Meet student expectations of improving quickly – inside the classroom and ‘on-the-go’?

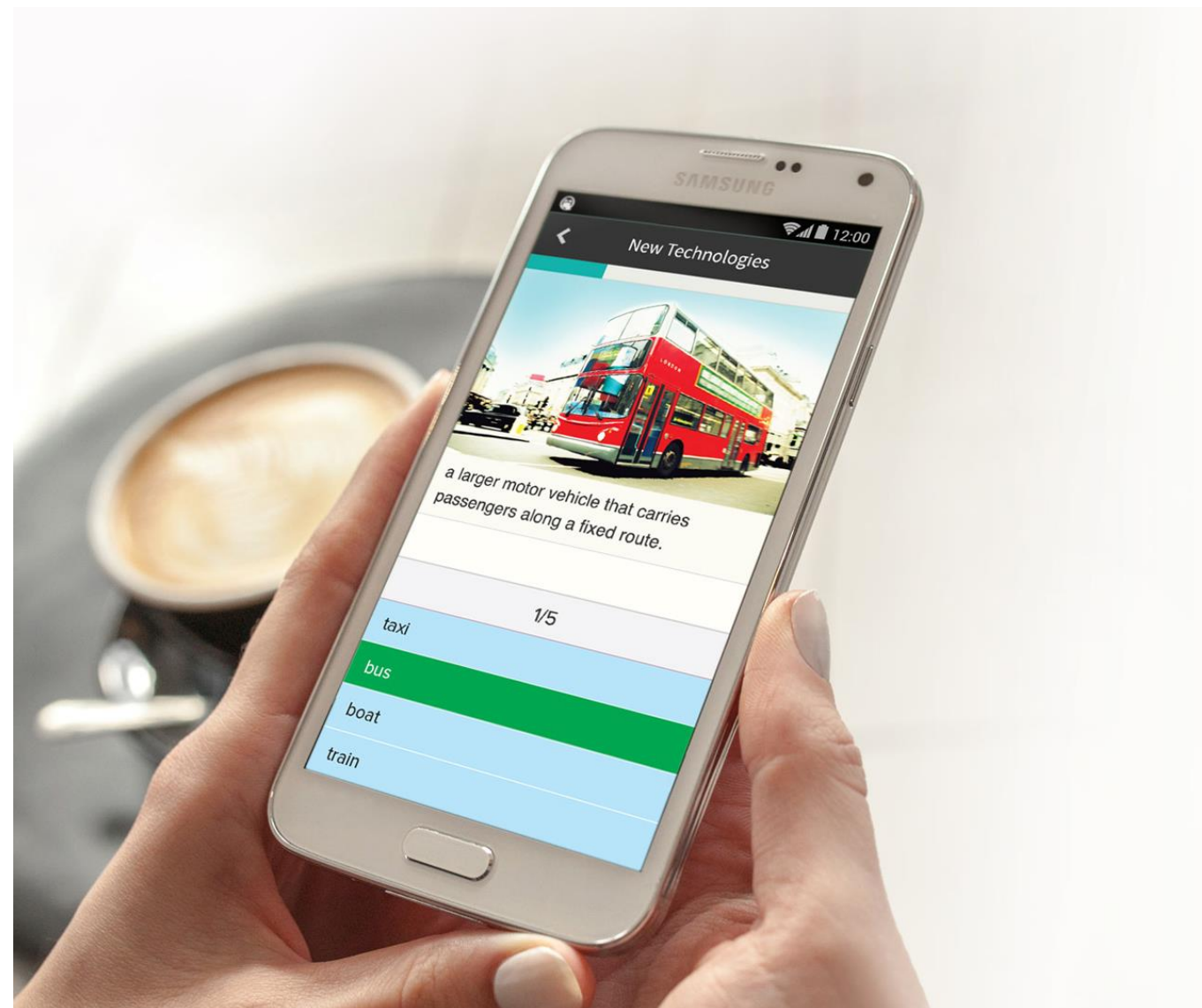




Time. Money. Resource.

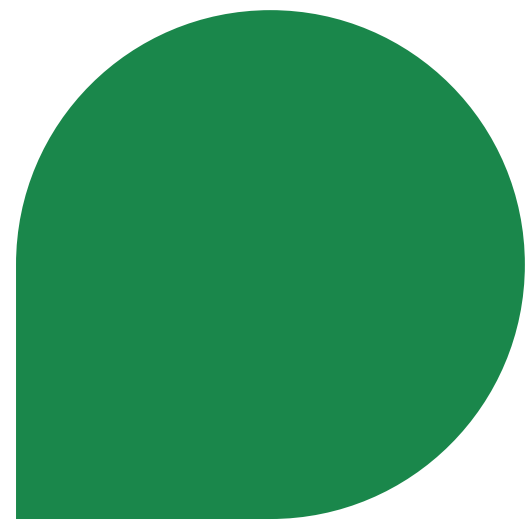


Our Vision



To supply partner schools and businesses with a highly effective, low-cost, user-friendly, and comprehensive English language learning service solution – customized and branded to your organisation or institution;

To empower partner schools and businesses with quality digital learning content to attract, support and retain students.



Reallyenglish Solutions

Pre-course learning

Short-course learning

Electives; special groups

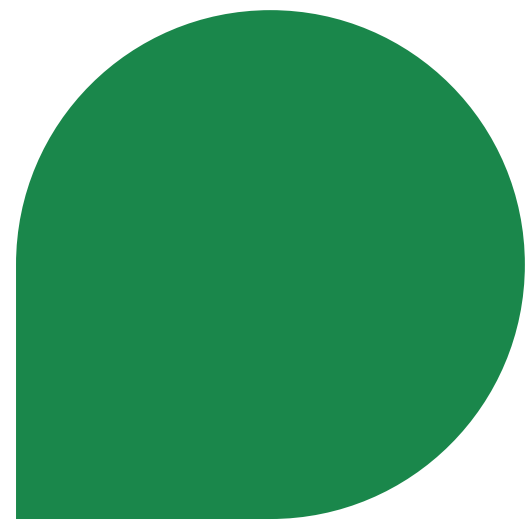
Homework; supplementary

Post-course learning

Reallyenglish provides world-class courses and resources for e-learning, m-learning and blended learning.

Its flexible method of delivery make it a cost-effective solution for a range of courses and student groups.

It can also be used as an effective marketing tool to support students before they arrive, and after their course.



Reallyenglish Solutions

Pre-course learning

Provide an incentive for agents and students; plus help students level-up pre-arrival

Short-course learning

Make substantial savings on course materials for short-term study

Electives; special groups

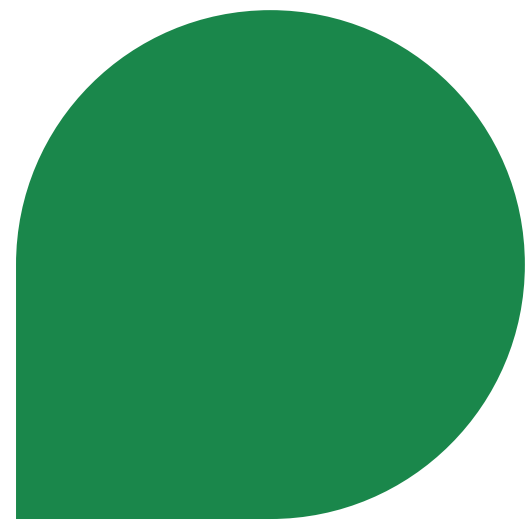
Ideal for afternoon options such as Business, Academic English, Vocab and Exams

Homework; supplementary

Link topics and language to core texts; assign home learning

Post-course learning

Encourage ongoing learning and repeat bookings; use it to generate revenue



Results and Accolades



Reallyenglish is being used successfully around the globe in over 10 countries: in companies, government departments, universities and private language schools



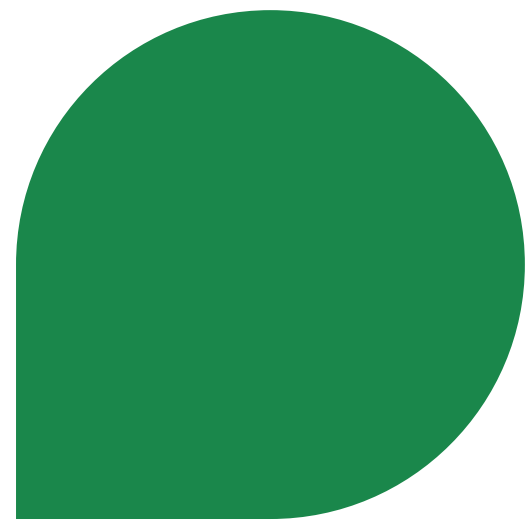
We have a course completion rate of over 80%...



And a track record for significantly improving results on internationally recognized English exams



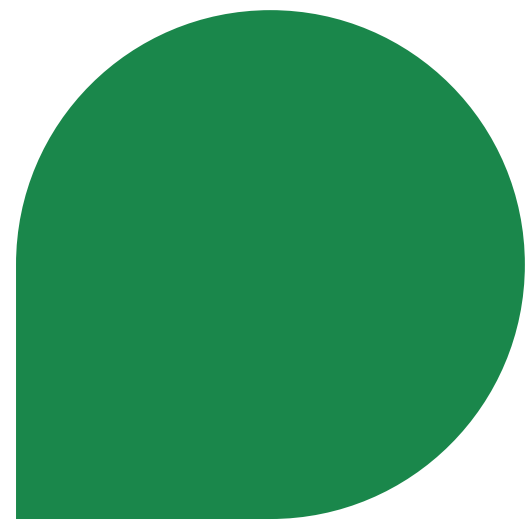
We have been nominated for 2 ELTons and short-listed for the e-learning awards (2012, 2014)



Our Team



- Specialists in English language teaching, teacher-training, and materials writing
- Content and course development led by ex-International House teachers, trainers and academic managers.
- Expertise in programming, design, and systems administration
- Fast and flexible service; high-quality customization
- Operations in the UK, Japan, China, Hong Kong and Singapore



Reallyenglish Key Benefits



Identify weak areas through a diagnostic, and set an individual learning path

Access over 1000 hours of content: General, Business, Academic, ESP, Exams

Practise anytime, anywhere – in small chunks, and on a mobile

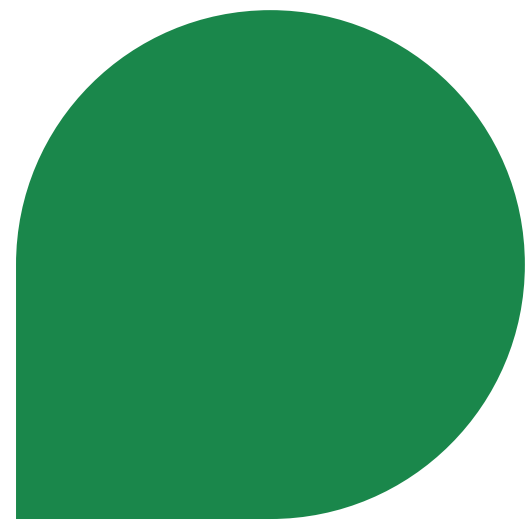
Define your own parameters – how often, how intense should students study

Utilise our coaching and progress updates to keep students motivated

Customise, reconfigure content into 'mini-courses' that support your syllabus

Add value by branding the platform to your institution

Use the management tools to track progress of cohorts and individuals

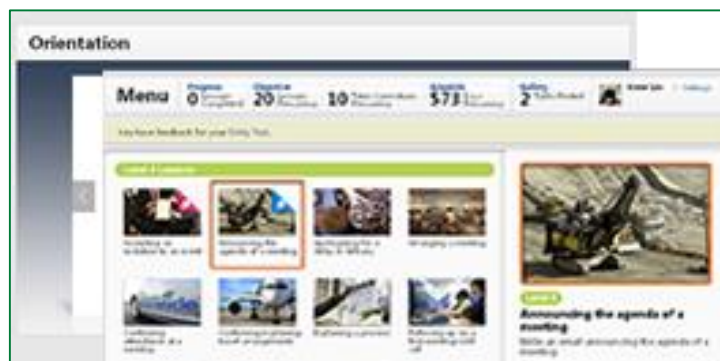


Digital products



Practical English: Our 'all-rounder' course with an emphasis on improving receptive skills, grammar and range of vocabulary. Supported by materials for blended learning.

A1 – C1



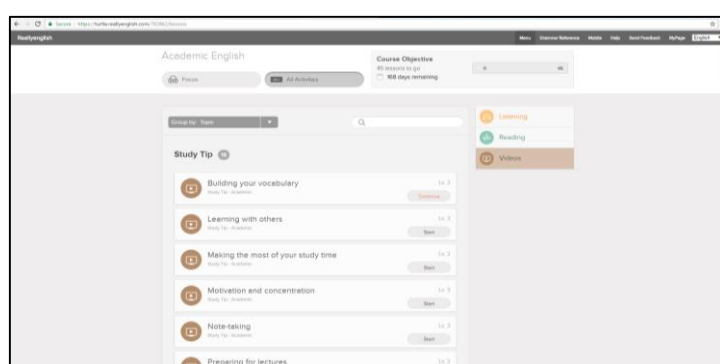
Business Speaking | Business Writing: Essential productive skill practice for students who need to use English in professional settings . Supported by materials for blended learning.

B1 – C2



WordMine - General Vocabulary and ESP Vocabulary: Intensive, adaptive vocabulary practice for every learner; ESP powered by Collins Cobuild

A1 – C2



Academic English: Academic listening and reading practice to support university preparation courses; short videos on study skills

B1 – B2

Coming soon!

IELTS Coach: IELTS Coach improves exam results through test related listening and reading practice

B1 – B2



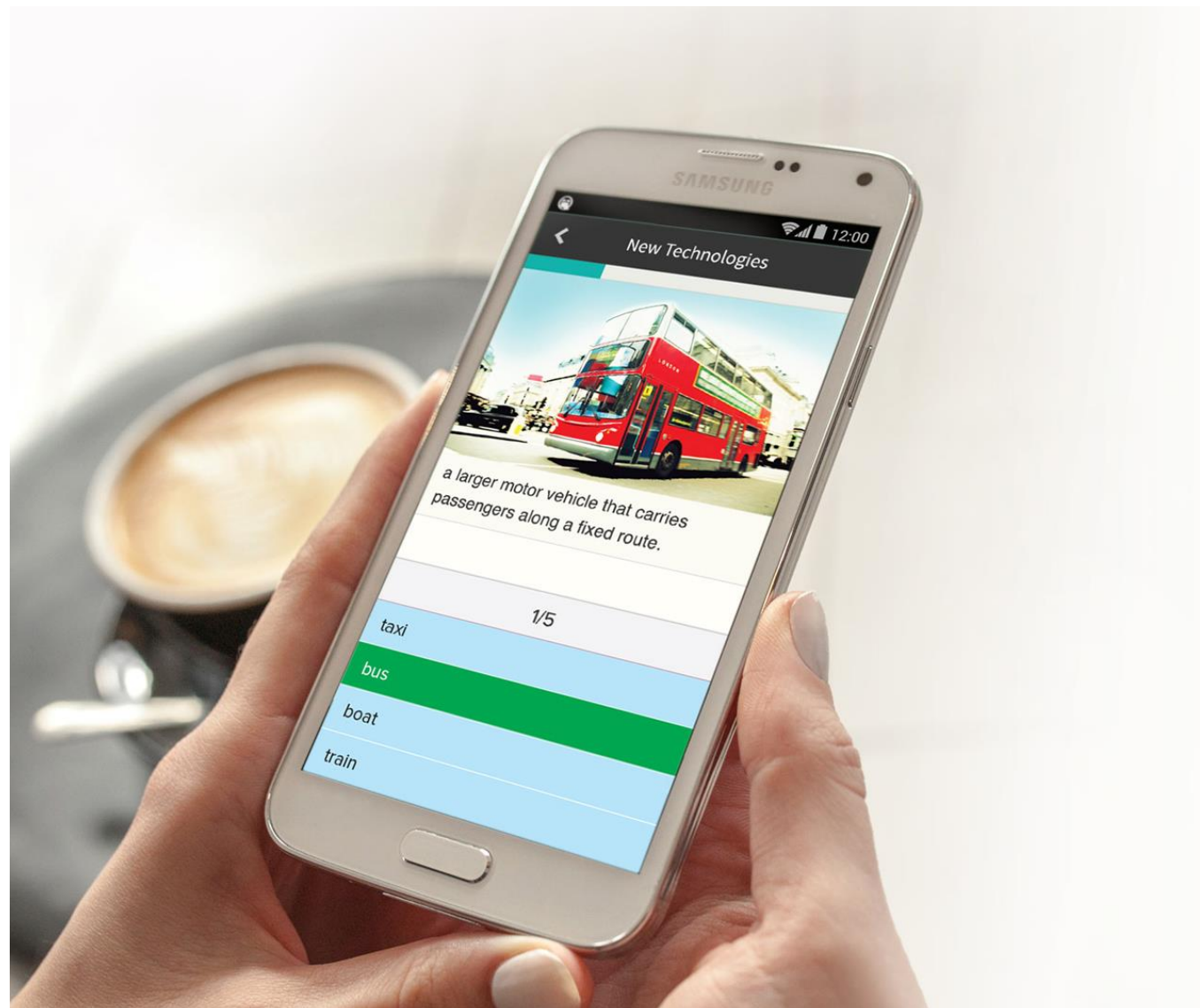
What does it look like?



- Business Speaking
- Practical English
- Academic English

<http://re.reallyenglish.com/international-demo/mypage>

Costs



- We work on the basis that branding our system and content to your organisation attracts ZERO cost.
- Your students can access the courses and system on an 'all you can eat' basis for **6 months for £15 per student**.
- You can restructure content into mini-courses as required, and choose the content that you wish to provide to your students – like a menu.
- You are only charged when a student log in is generated by your staff/school – there is no upfront purchasing of licences or access codes.

Free Trial Keys

*Come and speak to Alison to organise trial keys for
your and your colleagues*

Or email alison@castlekane.com

Thank you!

