

# The English UK Management Conference

Thursday 9 - Friday 10 March 2017

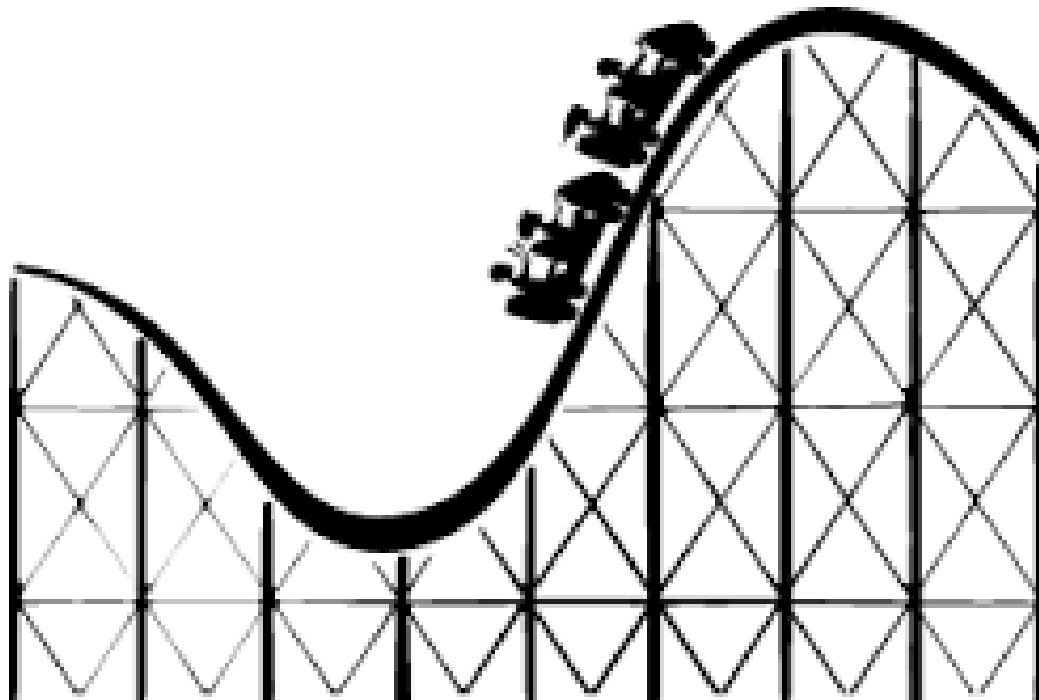
# The changing face of UK ELT

*Sarah Cooper, Chief Executive English UK*

Change...the only constant

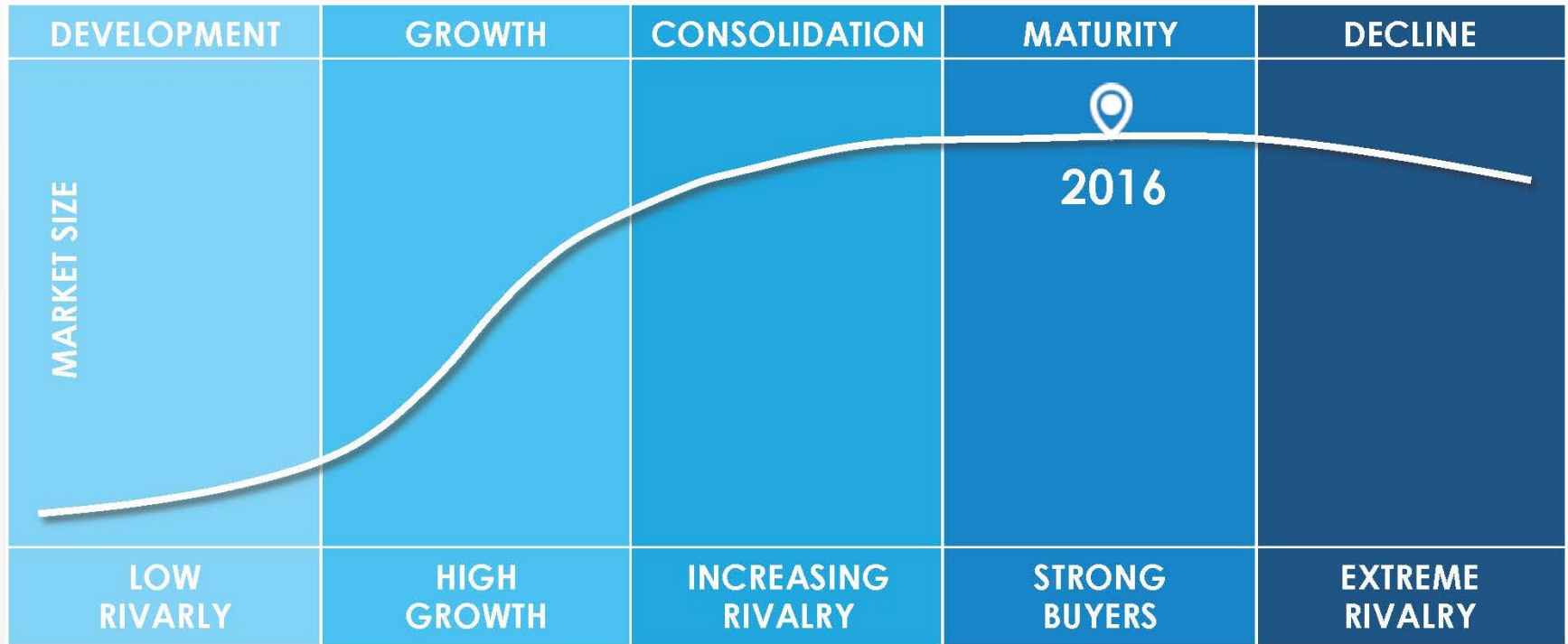


Or.....



## ELT market overview

- **Sector development**
- **Global source markets**
- **Destinations**
- **Key source markets for the UK**
- **UK provision**

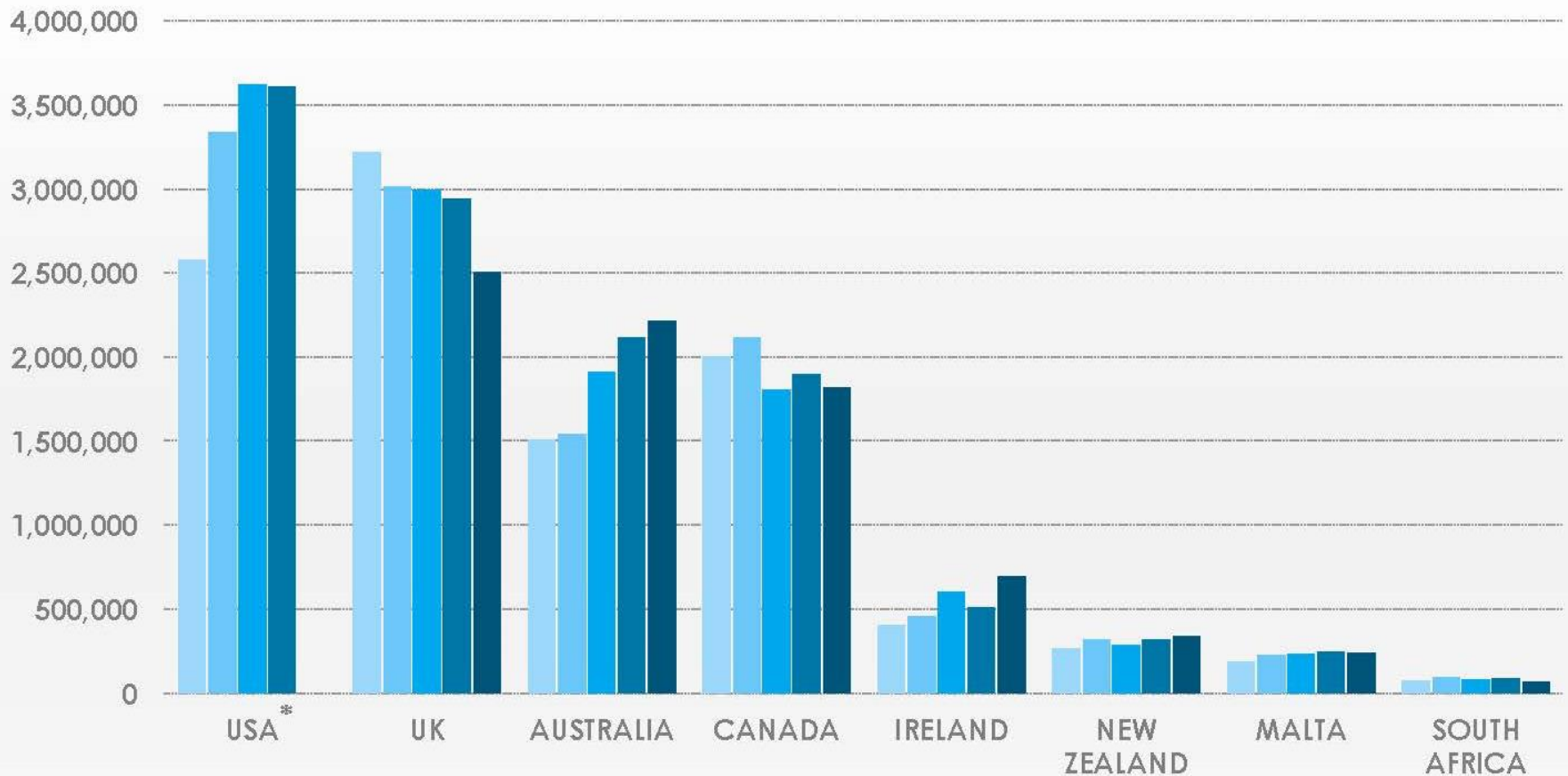


Source: StudentMarketing, 2016



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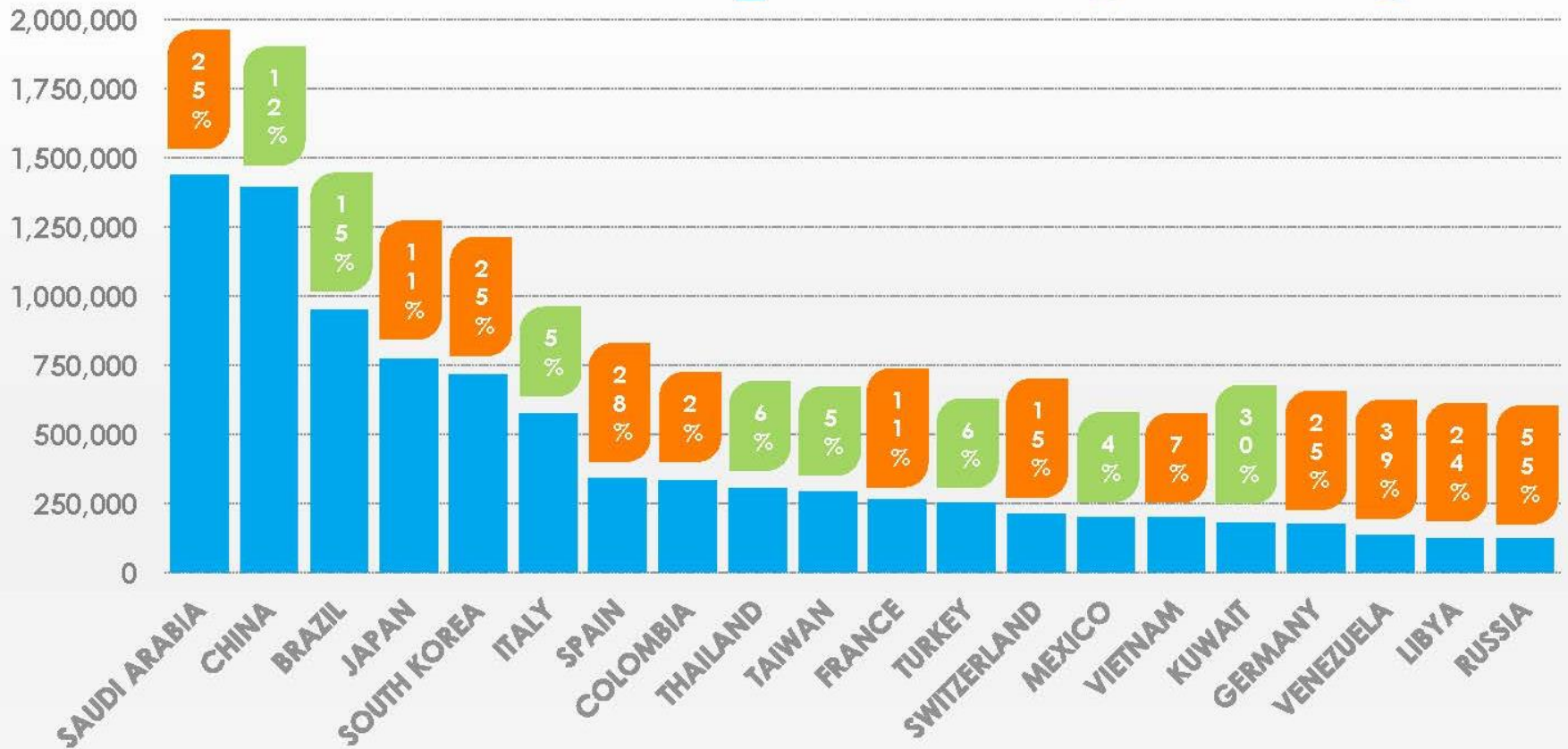
STUDENT WEEKS    2011    2012    2013    2014    2015



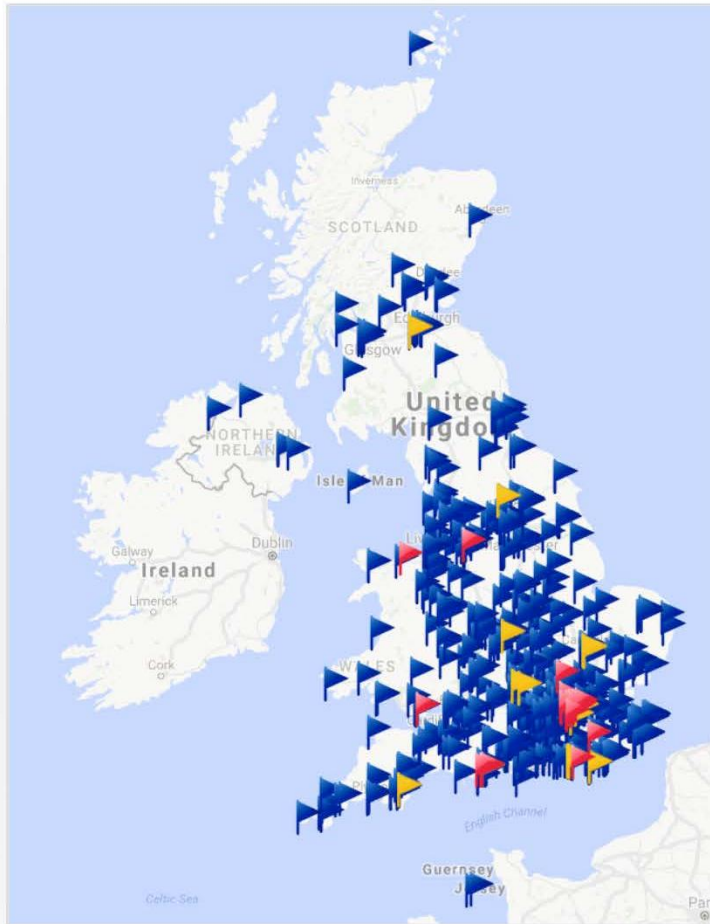
Source: StudentMarketing, 2016



STUDENT WEEKS INCREASE DECREASE



Source: StudentMarketing, 2016



-  LANGUAGE CENTRE
-  MERGER/ACQUISITION
-  CLOSURE

Source: StudentMarketing, 2016

## Behind the data

- **Demand for English cooling down**
- **Visa policies**
- **Source market issues**
- **Currency**
- **Scholarship**
- **Terrorism**
- **Brexit**

## How do markets respond?

- **Competitive edge**
- **More packaging**
- **More cooperation**
- **Innovation**
- **Pricing**
- **Mergers and acquisitions**
- **Vertical integration**
- **More joint activity**

## How is the UK doing?

- Demand picking up
- Impact of marketing activities
- Economic improvements in source markets
- Trumpery
- **But...**
- Indigenous development
- Brexit
- TNE
- Marketing media?

## How are we innovating?

- **Product: reason for learning changing**
- **Packaging: added value**
- **Customer experience**
- **Pricing**

## Some case studies

- **Family programmes**
- **PALS**
- **English plus**
- **Authentic interaction courses**

## Family programmes

- **Separate lessons**
- **Afternoon activities**
- **Day trips**
- **Range of accommodation**



## PALS

- **Volunteer programme with local teenagers**
- **Accompany international students**
- **Attend evening events**
- **Support staff**
- **Promote integration of international students**

## English Plus

- **Documentary film making**
- **30 hours split 50/50**
- **Functional relevant language learning**
- **Workshop**
- **Outcome: a short film**

## Authentic interaction

- **Conversation with native speakers**
- **Theme based**
- **Excursion oriented**
- **Linguistic review**

## What now?

- **Think outside the box**
- **Give the customer what they want**
- **Invest in resources**
- **Walk the customer through your door**

Thank you!

Any questions?