



English UK members get direct sales boost from partnership with StudyPortals site LanguageLearningPortal.com

News Release
28 August 2015

A groundbreaking alliance between English UK and LanguageLearningPortal.com will give English language teaching centres a major new opportunity to sell directly to students in Europe and around the world.

The deal between the UK's largest grouping of accredited ELT specialists and one of the world's fastest-growing educational portal sites will give every English UK member centre a full listing, free, in four languages.

For English UK, the partnership is a significant move towards its new strategy to support members who wish to increase their proportion of direct bookings, while for LanguageLearningPortal.com, part of the StudyPortals group, it increases their offer of UK ELT centres.

The LanguageLearningPortal.com has doubled in size since its launch in 2014, currently offering students the chance to browse through 4,000 different language courses within 29 countries.

Both English UK and the StudyPortals group are delighted with their partnership.

Jodie Gray, head of market development at English UK, said: "We think this is an excellent move for us and our members: StudyPortals' more established sites have achieved extraordinary growth and reach and we have every expectation that LanguageLearningPortal will do the same. We believe this is an excellent deal for our member centres, and will be seen as a key member benefit, as well as being a long-term strategic partnership for us as an organisation."

Rob Jansen, product director for LanguageLearningPortal.com, said: "The partnership will definitely boost our common goal to help students choose an accredited language school in the UK and simultaneously help English UK members improve their online presence to get more direct student bookings.

"The remarkable growth of the portal has been possible by collaborating with organisations such as English UK. These collaborations certainly help in increasing awareness about the language opportunities across the world."

The partnership will give each English UK member centre a free premium listing for three months from October, after which they can remain on that service level at a special discounted rate, or move to a free basic listing. One advantage of the LanguageLearningPortal model, says Ms Gray, is that centres pay only when a potential student clicks through to their site, and can set a limit on what they are prepared to spend, with the flexibility to increase this if they wish.

Each centre's website listing has been transferred across from English UK's own website, so members do not need to take any immediate action, although they are encouraged to contact StudyPortals to add more material such as photos and videos to increase their student appeal. Those wishing to find out more or exploit the service to its full can meet the StudyPortals team at StudyWorld London on 7 - 9 September.

Notes to Editors

1. English UK is the world's leading language teaching association, with 470+ accredited centres in membership. It covers university and further education college language departments, international study centres in independent schools, educational trusts and charities, and private sector colleges. English UK is a UK registered charity (www.englishuk.com).
2. StudyPortals is the International Study Choice Platform with over 1,800 participating institutes in 48 countries. They publish eight different portals with the objective to make study choice transparent globally. These were initially in higher education, including mastersportal.com, but have now been joined by LanguageLearningPortal. The sites currently attract over 1 million students each month, and are supported by funding from the European Commission. For more information, visit – www.studyportals.com.
3. For more information, please contact Jodie Gray, head of market development at English UK on jodie@englishuk.com or Carmen Neghina at StudyPortals on +31 655 875 270 or carmen@studyportals.com.