

News Release
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English UK's 2012 Fairs get off to a fantastic start

English UK's decision to increase the number of its overseas fairs to meet market demand was proved correct when the first of 2012's events sold out within weeks.

The number of fairs has been increased to four in 2012, and the Athens event, being held in March, now has a waiting list of agents disappointed to have missed out.

"We're absolutely delighted with the success of the small fairs, and agents and educators alike tell us it's a winning formula," says Jodie Gray, English UK's Senior International Manager who has been responsible for organising the innovative workshops since the first one in 2007.

"It's really simple. Each fair is held in a different market area. We limit numbers and choose a luxury hotel in a fantastic resort destination. The result is small and intimate fairs with a very friendly atmosphere: three days of quality time for everyone.

"The agents and educators still get those formal appointments, but supported by many chances to socialise and enjoy sightseeing, which helps them develop lasting partnerships much more quickly than usual.

"It's unique: people really get to know each other, but in a very relaxing atmosphere. Having fun together is a brilliant way to bond."

English UK's insistence on quality is also a significant factor: only selected top quality study abroad agencies are eligible to sign up for each event, where they will meet 30 of the organisation's fully-accredited members.

The Athens fair takes place at the Arion resort and spa from March 6-9, with agencies recruited from Central, Eastern and South-East Europe, home to Turkey and Russia, both major markets for English UK member centres, as well as several developing markets.

The other three fairs organised for 2012 are in Panama (April), Dead Sea Jordan (October), and Macau (November). The English UK series are the only agents' workshops focused exclusively on the UK's English language teaching sector.

Notes to Editors

1. English UK is the world's leading language teaching association, with more than 450 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. English UK organises the English UK Fairs in partnership with the British Council, UK Trade & Investment, and VisitBritain, which together form the English Language Promotions Group (ELPG).
3. For more information, please contact Jodie Gray (Senior International Manager, English UK) on jodie@englishuk.com.