



Press Release  
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## **English UK announces plans to expand its “boutique” fairs**

They are small, intimate, friendly, and a great place to do business. English UK’s overseas fairs have proved such a hit with agents and educators alike that the number of events is rising to meet the demand.

“We’re increasing from two fairs a year to three because they are so successful, and possibly more in future,” said Jodie Gray, International Marketing Manager at English UK.

She added: “The boutique fairs are three days of quality time: they’re much smaller, very intimate. The agents and educators still get their formal appointments, but they also go out on tourist trips, enjoy good meals and socialise together which gives them the time and space to develop meaningful partnerships.

“They are really good events. Everybody has a really nice time, with excursions such as camel-riding, and as a result they develop long lasting partnerships.”

The winning formula for the fairs includes limited numbers of guests and educators (places are limited to 30 educators and 40 agencies), a luxury venue, and social trips, receptions and dinners all included in the cost.

Upcoming events include a fair in Hanoi this November and three in 2011 in Muscat, Buenos Aires and Singapore. Details are available on a dedicated website, [www.englishukfairs.com](http://www.englishukfairs.com), which was launched at StudyWorld London last week.

The boutique fairs began in 2007 as part of a project by the English Language Promotions Group, made up of English UK in partnership with the British Council, UK Trade & Investment and Visit Britain. The group wanted to create a more co-ordinated approach to the promotion of the English language.

This vision for “joined up promotion” became the first small fair, held in Cancun in March 2007 and aimed at Latin American agents. This success led to a Hong Kong fair in 2008 and two last year, in the UAE and Brazil. The fairs are all organised by English UK in partnership with the other members of the ELPG.

### **Notes to Editors**

1. English UK is the world's leading language teaching association, with 440 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](http://www.englishuk.com)).
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