

English UK ELT Marketing Conference

Thursday 26 January 2012

Butchers' Hall, London, EC1A 7EB

Programme

09:30 – 10:00	Registration & refreshments Reception area		
10:00 – 10:05	Welcome to the conference from Cambridge ESOL <i>Cambridge ESOL</i> Great Hall		
10:05 – 11:00	Opening plenary – ‘You had me at hello’ <i>Nigel Risner</i> Great Hall		
11:05 – 11:50	Delegates will have a choice of attending one of the following:		
	A1. Market information: Turkey <i>Mesud Yilmaz, Atlas Private Educational Service</i> TBC	A2. Developing a digital marketing strategy <i>Jon Aizlewood, Carbon Graffiti</i> TBC	A3. Session from Cambridge ESOL TBC <i>Cambridge ESOL</i> TBC
11:50 – 12:10	Refreshment break Reception area		
12:10 – 12:55	Delegates will have a choice of attending one of the following:		
	B1. Market information: Azerbaijan & Kazakhstan <i>Sedat Eren, a2 International Education Fairs</i> TBC	B2. Opportunities in corporate training <i>Amanda Selvaratnam, The Training Gateway & Sarah Wang, Business English UK</i> TBC	B3. Master class for newcomers to international education marketing <i>Richard Day, English in Chester, Clare Gossage, University of the Arts London & Stephan Roussounnis, Cambridge Education Group</i> TBC
13:00 – 14:00	Lunch (buffet style) Reception area		
14:00 – 14:45	Panel discussion – ‘The future of the ELT industry’ <i>Chaired by Amy Baker, The Pie</i> Great Hall		
14:50 – 15:35	Delegates will have a choice of attending one of the following:		
	C1. Market information: Taiwan <i>Dawn Chen, British Council Taiwan</i> TBC	C2. Apps and the ELT sector <i>Peter Swain, AlwaysOnMessage</i> TBC	C3. Diversifying your international activities <i>Matthew Anderson, TVET UK</i> TBC
15:35 – 15:55	Refreshment break Reception area		
15:55 – 16:50	Closing plenary <i>BJ Cunningham</i> Great Hall		

16:50 – 17:00 Closing remarks

Tony Millns, English UK

Great Hall

17:00 – 18:30 Networking reception (sponsored by the British Council)

The Distillers

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