

## **Minutes of the 18th Meeting of the English UK Enterprises Board**

Held at: English UK, 219 St John Street, London, EC1V 4LY  
Tuesday, 8 February 2011 at 13:00

Present: Graham Simpson (Chair), Sarah Schechter, Shane Wilkinson, Carmel Fyfe and Tony Millns (arrived at 13:55)

In attendance: Annie Wright, Siobhan Baccas and Roz Rozidor

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### **1. Apologies for absence**

Apologies were received from: Kevin McNally, Heidi Gon-Paz, Andrew Waite, Andrew Fisher, Mark Rendell and Jodie Gray.

### **2. Minutes of the 17th English UK Enterprises Board Meeting**

The minutes were agreed to be an accurate record of the 17th Enterprises Board meeting held on the 6 October 2010.

### **3. Matters arising**

- SW confirmed the creation of an English UK South regional group, incorporating Dorset, Hampshire, Wiltshire, Berkshire, Oxfordshire and the Isle of Wight, was still under consideration with planned local meetings in Bournemouth and Oxford to be arranged in due course. GS agreed to host the Oxford meeting.
- The possibility of having an international debt recovery service to chase debts on behalf of the EUK membership was raised. AW to follow up.
- It was suggested that another commercial strategy meeting be arranged to continue with the discussions that took place at the March 2010 commercial strategy brainstorming meeting.

### **4. Staff matters**

- AW informed the Board that Alex Jones, one of English UK's international marketing officers, has left English UK and moved on to pastures new at South Thames College. Roz Rozidor will replace her once someone has been recruited for Roz's current position of membership manager. The Board welcomed Roz to the marketing team. It was reported that a marketing intern from the IMC University of Applied Sciences in Krems is due to start on Tuesday 15 February.
- AW announced she will be on maternity leave from July 2011. Congratulations were offered on behalf of the Board.

### **5. Marketing update – review of activities since October 2010 and plans for 2011**

AW spoke to the paper.

- Partner agency scheme briefing seminars took place in Colombia, Italy, South Korea, China and Thailand.

- A scoping visit to Peru took place in October 2010, and to Syria and Jordan in February 2011, which incorporated site visits for the 2012 English UK Fairs. Market reports will be available to members in due course.
- Future scoping visits include one to Kazakhstan in April and South Caucasus in the autumn.
- AW commented that scoping visit destinations are often linked to venue finding for future English UK Fairs. This ensures good coverage throughout the different regions. Board members are also encouraged to propose emerging markets to visit.
- The profile raising exhibitions and events English UK attended in the latter half of 2010 and will attend in 2011 were reviewed. It was highlighted that English UK successfully pitched against other companies to be the Platinum sponsor of the British Council China Annual Agent Conference.
- Inward missions will increase from three to four in 2011, with the extra mission taking place the week before StudyWorld London to encourage agents from long-haul markets to make the most of their trip to the UK by attending the inward mission, StudyWorld and ideally a post StudyWorld Fam trip.
- The English UK Fairs were reviewed. AW commented she was hopeful that the BC will be in a position to sponsor future fairs. AW also noted that the Buenos Aires fair may attract slightly less members and agents in comparison to the other overseas fairs due to the sheer number of agent workshops that take place in Latin America.
- The English UK Fairs will increase from three to four in 2012, covering all the major target regions. The following destinations have been agreed by the ELPG for 2012: Athens, Panama, Jordan Valley and Hainan Island or Macau. SW noted his preference for Macau over Hainan Island.
- The English UK website will receive a rejuvenated design in 2011. This will improve the site visually and make it easier to link to content and different sections of the site without requiring new site architecture or a new CMS. It was noted that a new website will be needed by 2013, at which stage it is being considered that we move to a two site structure, one solely for students and one for agents, members and other stakeholders.
- SW commented that many members are dissatisfied with the Education UK website and felt there should be one generic website to search for EL courses. AW noted that the English UK course search function is advanced and more could be done to promote what the website can already do.

## **6. StudyWorld London 2011 – update and plans**

SB spoke to the paper.

- As part of a barter deal with IALC, StudyWorld will be represented in Shanghai In April, as well as at the AoC International Conference in May.
- Proposals have been received from party planners to assist with the organisation of the all-new welcome reception, which will transform the Palace Suite with fabric, furniture, lighting and entertainment.
- Educators and exhibitors will be asked to let the StudyWorld team know of events they are planning on the Tuesday evening so these can be promoted on the website and in the participant information documents. This will make agents aware of additional networking opportunities available to them.
- The deadline for educators to submit their fam trip registration forms is 18 February.
- The Board was asked to submit any ideas for seminar topics and/or speakers.
- SB remarked that in recent years it has been a struggle to recruit sponsors, despite reviewing the packages for 2010. Competitor events are able to recruit big name sponsors, which include a number of educators who have the budget. Although it is not intended for educators to take exhibition stands in general, it was proposed to the Board that educators be invited to sponsor StudyWorld. This was discussed at length and several ideas and concerns were considered. The Board decided that this decision

should not be rushed and therefore should not be introduced for 2011, but should be put to the Main Board. Therefore a paper will be prepared for the Main Board, which will include the feedback of the Enterprises Board.

## **7. Partner Agency Scheme**

AW spoke to the paper.

- 51 agencies from 18 countries have achieved partner agency status.
- To reach a wider agent audience, plans are being made to launch the online briefing sessions online in the spring. Face-to-face briefings will continue, but fewer will be held and they will be in a simpler format.
- In response to members' requests for advice on what constitutes a satisfactory reference, different suggestions were offered for how this could be done. GS suggested a star rating system. SS similarly suggested a points-based system. All agreed that the agency's reliability in regard to the business transaction and their/the student's compliance with the visa application process are important, rather than the number of student weeks they have booked with a school. Guidance for members will be written in due course.
- The Partner Agency Scheme conflict resolution and compliance policy is still under development.

## **8. StudyWorld London 2013 and beyond**

SB spoke to the paper.

- The Board agreed that a contract with the Hilton London Metropole for 2013, 2014 and 2015 can be signed.
- SB confirmed that the team will be visiting the Hilton later in the month to view the full range of bedrooms.
- In addition to signing a new 3-year contract with the Hilton London Metropole, which can be cancelled at no fee a year prior to the 2013 event start dates, a professional venue finder will be engaged in a search for alternative London venues.

## ***Matters for information and report***

### **9. Annual Marketing Statistics Report**

The Board noted the findings contained in the report.

- SS noted that a country breakdown of statistics for the state sector was not provided. RR commented that this data was unavailable as only private sector members supply country breakdown data plus those who are part of the core group statistics scheme.

### **10. Minutes of the ELPG meeting held on 26 January 2011**

AW spoke to the paper.

- It was reported that major changes to the search function on the Education UK website had been undertaken and refunds will be given to institutions that experienced problems.
- The BC (Exams & English department) is considering sponsoring the EUK Fairs.
- The ELT Marketing Conference that took place on Thursday 27 January had its highest attendance yet.
- Destinations of the 2012 English UK Fairs were decided.

## **Other business**

### **11. Date of next meetings**

Thursday, 19 May 2011

Thursday, 29 September 2011

### **12. Any Other Urgent Business**

- GS noted attendance at recent Enterprises Board meetings has been particularly low and with such a lot of activity taking place at English UK, the comments and feedback from the Board are useful. TM informed the Board that Andrew Waite tendered his resignation that morning but had agreed to stay on until the June meeting of the main Board. SW suggested meetings could be more planning-focussed, and that if a representative from each sector was on the Board, e.g. state, private, young learners, etc. then they may feel more duty-bound to attend. SS suggested there could be a representative from each regional/sub-group. The Board agreed a report detailing attendance at this and the last four meetings should be included in the minutes (see table below). AW agreed to contact Board members who regularly send their apologies for meetings to discuss commitment levels and to gauge whether the nature of the agenda is a factor. The Board also agreed to seek the advice of the main Board on this issue.

<b>Meeting/Member</b>	<b>8 Feb 11</b>	<b>6 Oct 10</b>	<b>27 May 10</b>	<b>11 Feb 10</b>	<b>1 Oct 09</b>	<b>Total</b>
Graham Simpson	Y	Y	Y	Y	Y	5 of 5
Sarah Schechter	Y	Y	Y	Y	N	4 of 5
Kevin McNally	N	Y	Y	N	Y	3 of 5
Carmel Fyfe	Y	N	Y	N	Y	3 of 5
Andrew Fisher	N	N	N	N	Y	1 of 5
Heidi Gon-Paz	N	N	N	Y	N	1 of 5
Andrew Waite	N	N	Y	N	N	1 of 5
Shane Wilkinson	Y	N	N/A	N/A	N/A	1 of 2
Clare Gossage	M/L	M/L	M/L	Y	N	N/A
John Mountford	N/A	N/A	N/A	N/A	N	N/A

- GS notified the Board of the Oxford Fun Run taking place on Saturday 7 May. He asked if English UK would like to sponsor the same trophy it sponsored in 2010. TM agreed to revisit the decision of the main Board in 2010 to see if this is possible.

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The meeting concluded at 15:35