

Minutes of the 22nd Meeting of the English UK Enterprises Board

Held at: English UK, 219 St John Street, London, EC1V 4LY
Wednesday 6th June 2012 from 13:30

Present: Graham Simpson (Chair), Kevin McNally, Heidi Gon-Paz, and Tony Millns

In attendance: Huan Japes, Jodie Gray and Siobhan Baccas

1. Apologies for absence

Apologies were received from Clare Gossage, Shane Wilkinson, Sarah Schechter and Stephan Roussounis.

2. Minutes of the 21st English UK Enterprises Board Meeting on 09 February 2012

The minutes were agreed to be an accurate reflection of this meeting.

3. Matters arising and updates (paper EB22/3)

JG updated the board on the two new interns and their roles

TM confirmed that there were no new Enterprise Board members at present but that one or two extra would be required for future meetings.

JG spoke to paper EB22/3. The main points were:

- As the Dead Sea Jordan Fair is not full, the event has been opened to accredited but non-affiliated centres. One confirmed booking so far
- Partner agents booking Studyworld gain a 50% discount and a differentiated badge from 2013
- Also from 2013, educators with larger budgets will be able to book premium SW stands (c. £5000) and sponsors purchase lobby space
- Attempts have been made to target FE/HE providers and international educators. With the exception of Canada, the response has been poor so far
- BC have launched their SIEM menu of services. UKBA HTS is currently needed to access this, which TM described as typical British Council/Education UK behaviour that will lock many EUK members out of the SIEM. TM will follow up on this with Michael Carrier in a future meeting as there seem to be internal BC divisions on the advisability of this stipulation.

Updates for information, discussion and decision

4. StudyWorld London 2012 – updates and plans (paper EB22/4)

SB spoke to paper EB22/4. Currently the chief concern is the number of educator bookings, with lower numbers of international educators in general and Australian educators in particular.

GS suggested publicising the ratio of agents to educators as a key selling point. He wondered if current issues (e.g. ISI) had had an impact on numbers. JG replied that bookings from English UK members had held up, but that bookings from the state sector are down.

One seminar speaker had pulled out (George Pickering) – HJ offered some suitable replacements.

SB went on to report on the profile raising exercise - e.g. Languages Canada, which has so far led to one booking. English UK had been unable to obtain a delegate list at Going Global so another visit to them may be required. GS asked if the target for 2012 would be met. SB is hopeful of enrolling 200 educators.

5. Marketing update – review of activities since September 2011 and plans for the next 6 months (paper EB22/5)

JG gave the marketing update. Particular points to note:

- ExpoBelta Sao Paulo was poorly attended this year, this was probably due to Belta's own (lack of) organization than any inherent problems in the Brazilian market.
- The South Korea K Conference was described as a 'strange event', with an unusually large number of free attendees.
- EUK's mission to Kurdistan achieved a number of outcomes in this developing market, although student numbers were low and the British Consulate needs to take a stronger lead on this
- Sarah Wang was commended for her organization of the SSP China Road Show, as well as chairing the panel at the AGM
- The BC's China report is now being finalized and printed
- Jon Aizlewood is consulting on a new digital strategy

6. English UK Fairs – update and plans for 2012 & beyond (paper EB22/6)

JG provided a review of the fairs to date. Athens and Panama had both been successful, even despite the unhelpfully rude intervention of the UK Ambassador, who had missed the point of the event. Macau has sold out six months in advance, although (as mentioned previously), there are still some educator places for Dead sea Jordan in October.

Plans for 2013 include Prague, Lima, Thailand and possibly Beirut if conditions allow.

7. English UK Partner Agency Scheme - update (paper EB22/7)

JG outlined the success of this scheme, with a current membership of 135 agents, an increase of 10 on February. Numbers for Western Europe are lower; they may have less need for the scheme. Certain larger agents in Turkey have been offered free places and this has been instrumental in attracting numbers there.

GS reiterated that the SW Partner Agent discount will help to boost renewals.

8. Printed promotional materials for students and agents – proposal for 2012 (paper EB22/8)

JG outlined the need for a re-design of the student brochure (2012) as a cost-effective, customizable double-sided leaflet that could be printed on demand and sent as artwork to agents or British Council offices. Given that the new British Council 'Open Doors' materials overlap closely, a simplified re-design makes sense.

The board agreed with this approach.

Matters for information and report

9. Minutes of the February 2012 English Language Promotions Group (ELPG) Meeting (appendix 1)

The minutes were briefly discussed. JG outlined the plans for an agents' survey (point 9 in the minutes) – for time and cost reasons, this will be online only.

The potential development of an English UK phone app was also highlighted.

10. Meeting of English UK national, regional and special interest groups (oral report)

JG reported on this meeting, which took place at the English UK AGM. One plan is for these groups to pay English UK for a certain level of service, plus a menu of optional costs for additional services. An intern could be used to coordinate these services day to day, with management provided by the International team.

Other business

11. Dates of future meetings

25th or 26th September were suggested as provisional dates.

12. Any other urgent business

n/a

The meeting ended at 14:55