

## **Minutes of the 23rd Meeting of the English UK Enterprises Board**

Held at: English UK, 219 St John Street, London EC1V 4LY

Date: Thursday 18 October 2012 from 10:00

Present: Shane Wilkinson, Clare Gossage, Kevin McNally, and Tony Millns

In attendance: Annie Wright, Huan Japes, Jodie Gray, Siobhan Baccas and Emma Chon

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

Apologies were received from Graham Simpson, Heidi Gon-Paz, Sarah Schechter, Stephan Roussounis and Steve Phillips.

In the absence of the Chair of the Enterprises Board (Graham Simpson) Shane Wilkinson agreed to Chair the meeting.

### **2. Minutes of the 22nd Meeting of the English UK Enterprises Board**

The minutes were agreed to be an accurate record of the Meeting held on 6 June 2012.

### **3. Matters arising and updates (paper EB23/3)**

AW spoke to the paper. The Board welcomed the news that Steve Phillips from Regent's College London had agreed to join the Enterprises Board.

The Board noted Graham Simpson's intention to resign from the main Board of English UK, consequent on selling his shareholding in Oxford English Centre. The Board also noted he would no longer continue as a member of the Enterprises Board or as its Chair. The Board wished to express their thanks to Graham for his contribution to and enthusiasm for the work of the Enterprises Board and wished him all the best for the future. Kevin McNally agreed to take on the position of Chair of the Enterprises Board for a fixed term of one year.

TM informed the Board Sarah Schechter is now less involved with the Language Centre at Anglia Ruskin University and is likely to stand down from the Enterprises Board in the near future. This means the Enterprises Board will need one or two more new Board members.

TM proposed recruiting a representative from the FE sector, as this sector is not represented on the Board. SW pointed out that there are no representatives from summer centres on the Enterprises Board.

SW also suggested inviting possible nominees to attend as observers for the next meeting.

TM invited the Board to propose new possible Board members, noting that they need to have an interest in marketing and external relations.

TM agreed to continue to press the British Council on the issue of the SIEM (Services for Education Marketing) being restricted to centres with HTS status only and not all centres accredited by Accreditation UK. TM had established that the main point of contact is Anne Wozencraft, Head of Education at the BC.

Action points:

- Current Board members to recommend candidates to join the Enterprises Board, with special consideration to those from the FE and summer centres sectors.
- TM to contact recommendations with a view for discussion at the next Board meeting.
- TM to follow up dialog with the BC re SIEM.

**Updates for information, discussion and decision**

**4. StudyWorld London 2012 – review (attendance and feedback) (paper EB23/4)**

SB spoke to the paper which presented a breakdown of attendance figures for StudyWorld 2012 alongside figures for 2011, 2010 and 2009 for comparison and analysis.

SW highlighted the ratio of educators to agents had dropped. SB acknowledged this and said the team is looking at strategies to improve agent numbers. AW pointed out that pressure from the main competitors was fiercer. JG added that as agents go to Alphe UK for free and it takes place in a newer and better located hotel, this was impacting on StudyWorld numbers. SW felt having agents pay to attend StudyWorld is still a good selling point.

Discussion focused on the feedback and the issue of educators being located over two floors. SW suggested grouping educators on floors based on market or programme. HJ questioned whether this could result in one floor being noticeably busier, which could impact negatively on both exhibitors and educators.

SW suggested focusing promotions on the StudyWorld USP's and why it is beneficial to attend StudyWorld instead of (or in addition to) Alphe UK.

TM was less concerned about the two floors issue, but more with the quality of the accommodation at the Hilton London Metropole as some feedback on bedrooms was poor. CG mentioned the Hilton staff could be more helpful as small gestures can make a big difference to the whole experience.

AW confirmed that there is still no viable alternative for a venue in central London, but highlighted that the initial brief included the requirement to accommodate everyone under one roof (in terms of bedrooms). AW felt that a range of accommodation options could work.

KM suggested we consider the Westminster Park Plaza (currently used for Alphe UK). AW informed the Board the Park Plaza had contacted the team and proposed a site visit, but AW pointed out that the Park Plaza cannot fit many exhibitors. There were also concerns that moving to the Westminster Park Plaza would have a negative effect on EUK's relationship with Hothouse Media. TM suggested it is still worth doing feasibility study of the Park Plaza.

KM mentioned agents are usually tired by the time they arrive at StudyWorld and proposed looking at holding StudyWorld before Alphe UK, either in the Westminster Park Plaza or the Hilton London Metropole. SW and CG agreed.

SB highlighted that all sponsorship packages sold in 2012. The platinum sponsors have already mentioned that they would like to sponsor again in 2017, when they are next eligible. SB noted there had been no complaints from educators with regards to an educator sponsoring the event.

TM highlighted the increase in the number of independent schools attending. He noted the sector was booming as it is easier for these schools to obtain visas. The growth of new independent schools and the interest in recruiting international students was highlighted. TM proposed targeting independent schools by attending their own events.

TM also suggested focusing more on UK HE sector and felt now is the right time as more importance has been placed on the international students. CG agreed. The need to target UK HE early was noted as their marketing budgets tend to be set well in advance.

SB pointed out feedback suggested 30% of educators would consider sharing a table with a fellow educator for a reduced price. AW was not convinced that sharing tables was necessary and noted that space in the exhibition halls for tables was not an issue at StudyWorld as it is at Alphe UK.

TM suggested sharing tables may be worth looking into and could be appealing to smaller centres. TM proposed carrying out a quick survey of English UK member centres on subscription band 0 and 1 with a view of gaining more feedback on discounted rates for those who share a table.

SB noted feedback from the new Tuesday evening event, the Brit Pop 'n' Bowl Party was very positive and there are plans to host it again in 2013 and open it up to all attendees.

Action points:

- *SB to feedback comments to Hilton London Metropole in planned event debrief*
- *SB to arrange a site visit and feasibility study on the Westminster Park Plaza.*
- *SB to investigate possible events to attend to reach out to independent schools.*
- *SB to survey EUK members in bands 0 and 1 for feedback on shared tables and discounted rates.*

## **5. StudyWorld London 2013 – news and plans (paper EB23/5)**

SB spoke to the paper. Particular points to note include:

- The international team will be attending more profile raising activities in 2012/13 in order to increase awareness of StudyWorld and to reach new potential participants.
- Educator guest passes (prices and terms) will be restructured in order to make passes available to a wider reach of educators – the Board approved the proposed changes.
- The 2013 StudyWorld Event Guide will be slimmed down, reducing the participant data listed in the guide – the Board approved the proposed changes.
- The proposed loyalty scheme for English UK members attending StudyWorld and the EUK Fairs was also approved by the Board.

SB informed the Board that from October 2012 – March 2013 the Hilton London Metropole will undertake a complete renovation of the hotel entrance, lobby and bar areas in the East Wing.

AW felt the delegate name badges could be bigger in size with delegates first names featured in a larger and bolder font. SW supported this and requested easily adjustable lanyards. SB agreed to look at new badges for 2013.

Action point:

- *SB to research new name badge design options for 2013.*

## **6. Marketing update – review of activities since June 2012 and plans for the next 6 months (paper EB23/6)**

JG spoke to the paper. Particular points to note include:

- The international team will continue with the programme of profile raising activities throughout the remainder of 2012 and into 2013.

- The upcoming autumn inward mission focusing on SE England is fully booked and will bring in agents from Central, Eastern and Southeast Europe.
- The next inward mission will take place in May 2013 visiting SW England. The mission is for agents from the Middle East, North Africa and Central Asia.
- The international team intends to build on the recent signing of a MoU with the Kurdistan Regional Government (KRG). UKTI have suggested a Fam trip for VIPs from the region.
- JG submitted a bid for funding from the Foreign Office for activities including a scoping visit and trade mission to Libya. Outcome of bid is expected at the end of October.
- The recent English Language Market reports launch for Turkey, China and Italy was a success and well received – attended by ~ 170 people. Plans are in place to meet with colleagues at the BC to discuss markets for the next series.

AW gave an update on digital marketing. The re-designed and refreshed EUK website will be launched in Jan/Feb 2013. The re-design encompasses new templates, an enhanced navigation structure to improve user experience, and updated copy.

It was noted EUK now has 860+ followers on Twitter and 800+ 'likes' on Facebook. These social media channels are primarily used for B2B communications.

## **7. English UK Fairs – update and plans for 2013 (paper EB23/7)**

JG spoke to the paper. The Dead Sea Jordan Fair was successful with 27 educators and 41 agents attending. The turnout for the seminar sessions was disappointingly low. Macau sold out six months in advance for educators. Agent places have now also sold out.

Bookings are open for the 2013 fairs in Prague, Lima and Beirut. The 2013 Asia Pacific fair will be held in Chiang Mai, Thailand. Full details of the Chiang Mai fair will be provided after the Macau Fair in November, following a site visit to proposed venues.

Plans for 2014 include Brazil (pending a review of venue and travel difficulties due to the hosting of the World Cup), China and Kiev.

## **8. Apps – update and plans (paper EB23/8)**

AW spoke to the paper which covered plans for an English UK/British Council app for the ELT sector, a EUK mobile website and apps for member centres.

AW confirmed Amy Rogers from the BC has now spoken to their consultants who have recommended developing a mobile website and not producing an app. AW noted this proposal is in line with EUK's recommendation proposed to the BC some time ago. Amy agreed to feed back her findings to Michael Carrier with a view to reaching a final decision on the joint app initiative. AW suggested the BC produces a mobile website that focuses more on the student experience and not a course finder tool. This would help enhance EUK's planned mobile offering rather than compete with it.

It is proposed EUK develops a HTML5 cross platform mobile website in early 2013 once the re-design of the main site is complete.

AW provided an update on apps for member centres and noted the following points:

- EUK has been approached by a number of mobile web developers interested in developing a fixed template app that individual centres could subsequently tailor to their own specific needs.

- In order to gauge members' interest in one of the offerings Woodstock Publishing agreed to hold 2 exploratory focus groups, one in London and one in Oxford. EUK hosted the London event but due to lack of interest the Oxford event was cancelled. The London event attracted just 2 members.

AW proposed EUK should recommend member centres produce their own HTML5 cross platform mobile website as an alternative to producing an app.

HJ noted he was looking into holding a session on apps vs. mobile websites at the EUK Marketing Conference in February. SW suggested asking a company to showcase an app (real or a mock-up) that they have prepared for someone in the sector. AW suggested finding an independent mobile specialist to speak, rather than (or in addition to) someone selling a product.

Action points:

- AW to investigate the development of an HTML5 cross-platform mobile website for EUK in 2013.
- HJ to search for an appropriate, independent specialist to host a session on apps vs. mobile websites for the EUK Marketing Conference.

**Matters for information and report**

**9. English UK Partner Agency Scheme update (paper EB23/9)**

JG outlined the success of the scheme which is continuing to grow at a steady pace and is now processing renewals. There are 155 EUK partner agencies to date. AW highlighted the increasing number of international agencies based in the UK and suggested doing more in-country promotion to continue to grow the scheme.

Action points:

- JG to implement PAS promotion plan to agencies operating within the UK.

**10. Minutes of the June 2012 English Language Promotions Group (ELPG) Meeting (minutes attached)**

The Board noted the minutes.

**11. Menu of services for English UK national, regional and special interest groups (paper EB23/11)**

The Board noted the menu of services.

**Other business**

**12. Dates of future meetings**

Thursday 28th February (confirmed), Thursday 9th May (confirmed), and 10th or 17th October (TBC).

**13. Any other urgent business**

None.

The meeting concluded at 12:10.