

The logo for English UK, featuring the words "ENGLISH" and "UK" stacked vertically in a white, sans-serif font, enclosed within a white rounded square border.

ENGLISH
UK

MARKETING CONFERENCE

Friday 29 September 2023

Welcome to the Marketing Conference 2023

We're happy to welcome you to our 2023 Marketing Conference.

We've planned this conference knowing there will be some here new to marketing roles in ELT and others multi-tasking while teams are being re-built. The programme is a mixture of informative, practical and inspirational sessions.

Our opening plenary will deliver insights from BONARD on where we are now and where we're headed. Experienced in guiding teams through adversity and change, our closing keynote speaker, Nigel Risner, will share his model for delivering a memorable student experience.

How can you solidify your brand amongst competitors? We'll cover that and more in sessions about conversational marketing, artificial intelligence, using social media and digital marketing tactics. There are expert-led discussions on the capacity challenge and working with agents and the Saudi Arabian and Chinese student markets. Everyone's thoughts are valuable, so please take part.

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Contact the team if you have any questions:

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Jodie Gray
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Thanks to our sponsor



Disquiet Dog

Disquiet Dog is a full-service digital marketing consultancy and agency for the education, travel and tourism sectors. From one-to-one drop-in sessions, to in-house training and hands-on digital marketing monthly support, the Disquiet Dog team will work with your team to ensure your online presence is where it should be - on page one!

As well as all of this, they also deliver challenging yet uplifting keynotes and workshops, thought leadership and consultancy to the education and training sector – [check out the blog](#) which is packed with useful articles, tips and tricks.

“Disquiet Dog have empowered us to become better at our jobs, to develop dormant skills within our team and enhance our digital footprint, and with such ease! Their ongoing support, expert knowledge and skilled insight has been tremendous. We are now well positioned online and delighted that students all over the world visit our website and inquire about the programmes we offer.” Cosmina Talos, Marketing Manager.

www.disquietdog.com

Timetable

Friday 29 September 2023

09:30 – 09:45	Welcome from English UK
09:45 – 10:25	UK ELT – where we are now and where we are headed with Ivana Bartosik
10:25 – 10:30	Meet the exhibitors
10:35 – 11:05	Convert the students of tomorrow with TikTok ads with Herbert Gerzer Self-service culture: tools and resources to empower your sales teams and agents with Faeza Afzal
<i>11:05 – 11:30</i>	<i>Refreshments and exhibition</i>
11:30 – 12:00	Robot overlords or helpful friends: How might Artificial Intelligence tools help (or hurt) your marketing in 2024? with George Chilton Conversational Marketing – how to do it, even if it's obvious with Richard Bradford
12:05 – 12:35	Unleashing the power of digital marketing: tracking touchpoints, SEO and social search with Philippe Taza Keeping on brand with many cooks in the language centre kitchen with Ann Hawkings
12:40 – 13:10	How much will AI disrupt how customers find you, (and will you still need a website)? with Jimmy Leach Turn parents into ambassadors through digital marketing tactics with Gina Rodriguez
<i>13:10 – 14:10</i>	<i>Lunch break and exhibition</i>
14:10 – 14:50	Country update and panel discussion: China Discussion session: the capacity challenge
14:55 – 15:35	Country update and panel discussion: Saudi Arabia Discussion session: working with agents
<i>15:35 – 16:00</i>	<i>Refreshments and exhibition</i>
16:00 – 17:00	Closing keynote: Creating I.M.P.A.C.T. with Nigel Risner
<i>17:00 – 18:00</i>	<i>Networking reception</i>



Join the conversation
#ELTConference #UKELT

Sessions and speakers

Friday 29 September 2023

09:45 - 10:25

UK ELT – where we are now and where we are headed

The outlook for UK ELT is positive, but the journey to full recovery continues. This session will examine the UK's position in the global ELT context and what to expect in 2024 regarding your marketing and recruitment. We will look at destination recovery levels and the global ranking of top source markets to help you identify opportunities for the future.

Ivana Bartosik, BONARD

10:25 - 10:30

Meet the exhibitors

Our exhibitors are industry professionals who help to make what we do possible. You will hear a few words from them here, and please do visit their stands throughout the day.

Endsleigh
Global Visa Support
ICEF
Pearson

Sessions and speakers

Friday 29 September 2023

10:35 – 11:05

Convert the students of tomorrow with TikTok ads

With its short-form videos, catchy music, and engaging content, TikTok is the go-to platform for Gen Z and Millennials.

It is still highly underutilised by language schools, mainly due to uncertainties on its value when compared to more familiar social media platforms.

However, fewer competitors on the platform presents a unique opportunity for your language school to capture your audience with your ads before others do.

In this session, you will learn a repeatable process to make high-performance video creatives (even with small budgets and inexpensive technology) that drive more clicks, engagement and conversions for your courses and programmes.

Herbert Gerzer, Lurn Media

Self-service culture: tools and resources to empower your sales teams and agents

Language centres continue to face ongoing capacity challenges with staff shortages. Alongside the emerging possibilities of AI, harnessing resources to their full potential is a must.

Join this session to discover how to build a culture of 'self-service' where admin staff, trainers, and agents can be empowered and engaged. Hear insights on how staff and partners can be better equipped to support students with tools and strategies around information sharing, proactive planning, and clear processes.

Learn about how providing resources and leveraging technology can allow everyone to be a part of a collaborative environment to support students.

Faeza Afzal, The London School of English

Sessions and speakers

Friday 29 September 2023

11:30 – 12:00

Robot overlords or helpful friends: How might Artificial Intelligence tools help (or hurt) your marketing in 2024?

We are looking at a more positive time for the ELT industry in the UK, but the landscape looks different. That means our strategy has to adapt and evolve too. In this talk we will look at some exciting technological developments, examine the data, and ask the very real question: Are AI tools going to make things better or worse for marketing departments?

George Chilton, Hubbub Labs

Conversational marketing – how to do it, even if it's obvious

Marketing is often guilty of making up fancy terms to describe the blooming obvious, and the notion of Conversational Marketing surely takes the biscuit.

Because we all know how to have a conversation with clients, don't we? Well maybe, maybe not.

Whilst we're all used to conducting our private conversations with friends and family instantaneously and across multiple platforms and media, this can be more of a challenge when we're faced with high volumes of multinational, multicultural users, many of whom want to chat, right now, with a real person, and be treated like a unique human being. They're also much more likely to like you and your brand if they've accessed it via a live conversation.

Time to take a closer look at Conversational Marketing. It's not new, but how you do it sustainably, at scale and internationally, just might be.

Richard Bradford, Disquiet Dog

Sessions and speakers

Friday 29 September 2023

12:05 – 12:35

Keeping on brand with many cooks in the language centre kitchen

Maintaining a cohesive brand identity when multiple departments and teams produce the materials and content associated with sales, marketing, and operations of a language centre, and add the option of AI automation to the design process, and controlling your brand identity becomes increasingly challenging.

During this session, we will examine the importance of consistency for brand recognition and explore practical strategies to keep teams on brand. We will look at the significance of brand guidelines and how they serve as a roadmap for maintaining your brand image and tone of voice. We will cover strategies to centralise, share, and file brand assets, enabling access and collaboration across departments. Building a library of well-designed templates and training stakeholders to use them will support and elevate your brand identity, saving the team's time and marketing budget in the long run

Ann Hawkings, Consultant

Unleashing the power of digital marketing: tracking touchpoints, SEO and social search

Language schools face unique challenges in the digital landscape, and it's crucial to embrace the latest digital marketing strategies to stay ahead. Join us for an immersive presentation where we will explore the world of digital marketing through the specific lens of language schools. Gain valuable insights on setting and tracking multiple touchpoints to capture and nurture bookings effectively.

This presentation is a must-attend for language school professionals seeking to elevate their marketing game and achieve remarkable - cost-effective - results.

On this presentation we will discuss:

- Tracking multiple touchpoints
- SEO: New options for greater visibility and engagement
- Social Search: Using social media as a search engine

Sessions and speakers

Friday 29 September 2023

12:40 – 13:10

How much will AI disrupt how customers find you, (and will you still need a website)?

You'll have doubtless had a dabble with Bing, ChatGPT or Google's Bard by now and you'll have noticed big changes in how search results are being served up.

Everything you're experiencing as a private user or language school marketer is playing out with your target markets worldwide.

Whether you continue to get your bookings from the agent channel, or you rely heavily on direct bookings via the internet, it's time to rethink how you appear online, what search engines are, and what new realities we're hurtling towards.

Buckle up, it's going to be a bumpy ride (and yes, you're still going to need a website).

Jimmy Leach, Disquiet Dog

Turn parents into ambassadors through digital marketing tactics

Happy parents play a crucial role in the marketing success of language centres. Gina will present ideas to engage and support parents through digital channels, to improve customer experience and generate positive word of mouth.

Gina will share cost-effective digital marketing practices that language centres can easily integrate into their marketing plan. These practices will help to improve reputation and brand awareness among parents and drive bookings. Platforms can include WhatsApp, social media and other digital marketing tools.

Gina Rodriguez, GR School Marketing

Sessions and speakers

Friday 29 September 2023

14:10 – 14:50

Market panel: China

For many years, China was a key market for UK ELT, but Covid-19 drastically changed the market and the Chinese government imposed a ban on group tours in 2020. In August that ban was lifted. So what does this look like for UK ELT going forwards? Will student numbers return to what they were pre-Covid? Following a short presentation on the current state of China, a panel will discuss their predictions for 2024 and the changing needs of this market.

Jodie Gray, English UK

Igor Skibickij, BONARD

Mark Henebury, Department for Business and Trade

May Huang, Edulosophy International

Rebecca Stead, Bell English

Discussion session: the capacity challenge

We know we need to be recruiting more staff in the ELT sector to support the growth of our sector. Join this session to discuss ideas on what we, as an industry, and you can do to encourage new staff - and keep them.

Facilitated by Huan Japes, English UK

Sessions and speakers

Friday 29 September 2023

14:55 – 15:35

Market panel: Saudi Arabia

Join us for a panel discussion that will delve into strategies UK ELT providers can adopt to enhance the appeal of their offerings to Saudi students. English UK, in collaboration with BONARD, has conducted extensive research on this subject and will share some initial key findings during the panel session.

The landscape for Saudi students considering the UK as their study destination has evolved. Gaining a deeper understanding of this target audience—including their current preferences and the financial mechanisms they rely on to support their UK studies—will equip UK ELT providers to tailor their offerings effectively. This will help maintain their appeal to Saudi students, who are integral to the UK ELT sector.

Huan Japes, English UK

Patrik Pavlacic, BONARD

Robin Garforth, EC English

Saeed Adam, Malvern House

Shoko Doherty, Celtic English Academy

Discussion session: working with agents

In this session we will think about managing your agent relationships. You will be encouraged to share ideas on what we, as an industry, and you, as a business, can do differently in the future. The session will focus on getting organised and making new relationships, communicating effectively with agents, understanding what agents want and supporting your agents.

Facilitated by Naadiya Rawat, English UK

Creating I.M.P.A.C.T.

Friday 29 September 2023
16:00 – 17:00



Nigel Risner

How often do you communicate with people (at home or at work) and feel frustrated when nothing you asked for or wanted happens? Whether at work or at home you can learn how to get the life you have always dreamed of. The I.M.P.A.C.T. model is so easy to understand that it beggars belief. The tricky bit isn't understanding it, it's committing to change how you think and behave to get the things you wanted...

The I.M.P.A.C.T. model is based on six principals that will allow you to create an experience that is so memorable your students will want to come back for years to come.

Nigel Risner draws on real-life examples to guide professionals through adversity and change. He helps to empower them to play to their strengths and embrace opportunities through lively sessions designed to teach clients, at all levels, how to boost self-esteem and make things happen.

As a dynamic keynote and motivational speaker, Nigel teaches strategic techniques, that he helps teams to put into practice on a regular basis. He has proven the power of these tenets in his own career: at only 26-years-old, he ran a successful finance company as one of the youngest CEOs in London.

He was also the former president of the London Chapter of Professional Speakers Association, has been voted Speaker of the year by the Academy of Chief Executives, Vistage and Footdown and is a Companion of the Institute of Sales and Marketing Management.