

Your
Advantage
2014

Addvantage is simply our way of saying thank you for your partnership and support in the last year.

If you'd like to sign up for the **Addvantage** programme, please email or post back the form at the back of this leaflet.

About us

We are the UK's international organisation for educational opportunities and cultural relations. We connect people with learning opportunities and creative ideas from the UK to build lasting relationships around the world.

Through our office in 90 countries and territories around the world we:

- Teach English to around 400,000 learners a year
- Work with our partners to implement over 100 international developments contracts worldwide
- Deliver over 2,5 million exams a year

British Council Romania was established in 1938 and is one of the first four British Council offices in the world. We have over 20 years' experience in delivering exams and we realise that this work would not be possible without your support. To further strengthen our relationship and as a way of saying "thank you", we are delighted to offer you our rewarding Programme called **Addvantage**.

Why partner with the British Council through Addvantage?

Experience

Our long-standing presence in Romania and extended experience in delivering UK qualifications ensure the examination process is positive for you and your students.

Professionalism

We ensure exams are delivered to examination board standards so that they are fair for all candidates. This is why UK examination boards and educational institutions have chosen us to deliver their exams around the world.

Mutuality

We recognise that for a relationship to be long-lasting it must be mutually beneficial. We listen to and work with you to improve our services to you and your students

Expertise

The British Council is renowned globally for its work in supporting teachers of English. For many years we have been the first port of call for teachers, teachers' associations, governments, universities and other educational institutions seeking advice and collaboration in the development of English language educational policy.

Equal opportunities

We believe exams should be accessible for everyone.

In co-operation with **Cambridge English Language Assessment**, the British Council has made it possible for candidates with special needs to sit English language exams. We are here to meet the special requirements of candidates who may have learning difficulties such as dyslexia, as well as those with hearing, visual, kinetic or speech difficulties.

If you have a student with special requirements and would like to know how the exams can be accessible, please contact us.

How does **Addvantage** work?

If you are a preparation centre and register candidates as block entries through British Council, you will be able to enter the **Addvantage** programme.

For each candidate you register in 2014 for a CELTA exam (YLE, KET, KET for Schools, PET, PET for Schools, FCE, FCE for Schools, CAE, CPE, BEC, TKT, ILEC or ICFE) through the British Council you earn one point. The test can be either computer or paper-based.

The total number of points earned in 2014 entitles you to four levels of membership which are as follows:

Points	Level of membership
1–49	Bronze
50 – 100	Silver
101 – 150	Gold
Over 150	Platinum

Your level of membership is reviewed at the end of each year. Your level of membership in 2014 will depend on the number of points you earn between January and December 2014.

Our minimum level of service

We provide:

- Subscription to updates and ELT resources for teachers of English
- Free Cambridge English workshops and seminars subject to minimum requirements set by British Council
- 10% discount applied to CAE block entry registrations of candidates from bilingual and intensive classes
- Financial incentives in the form of gift vouchers for the work of the closed sub-centre coordinator nominated by the partner institution and for the teachers acting as invigilators on the exam day
- Formal letters ("adeverinte") for teachers involved in preparing and offering support for the exam organisation
- Reimbursement for closed sub-centres for the following expenses: stationery, lunch and refreshments for venue staff on the exam day, according to contractual specifications
- Promotional materials (handbooks, brochures, leaflets)
- Trained and experienced supervisors, invigilators and examiners who meet British Council as well as examination board standards
- High quality venues
- Online exam results
- British Council free of charge websites

www.britishcouncil.ro

www.britishcouncil.org/learnenglish - different activities and grammar exercises as well as skills-based activities and IELTS exam preparation

<http://www.teachingenglish.org.uk/> - huge range of resources that can be tailored to particular needs, including lesson plans and tips, articles, teaching video

<http://englishagenda.britishcouncil.org/research-publications> - a wide range of research and publications, which teachers can access free of charge and use as bibliography for their own research, for examinations they might need to take or for general ELT reading

<http://learnenglishkids.britishcouncil.org/en/> and <http://learnenglishteens.britishcouncil.org/> - online activities created for kids and teens to learn English, including games, songs, stories and specially created activities that can be used during the classroom
<http://learnenglish.britishcouncil.org/en/apps> - mobile apps which students and their teachers can download onto their mobile devices (on Windows mobile, Android and IOS operating systems) and use as additional tools to learn English

Bronze membership entitles you to:

- ✓ Our minimum level of service, plus
- ✓ Your school details on our website including school logo
- ✓ Exam presentations for clients, candidates and their parents
- ✓ A British Council **Addvantage** certificate
- ✓ The right to use the **Addvantage** logo on your promotional materials

Silver Membership entitles you to:

- ✓ Bronze membership benefits, plus
- ✓ RON 450 voucher to buy exam preparation materials from Fischer International
- ✓ **Addvantage** promotional materials
- ✓ One Past Papers collection book from Cambridge University Press (KET, KET for Schools, PET, PET for Schools, FCE, CAE, CPE)
- ✓ One Top Tips Guide (Top Tips for PET, FCE, CAE)
- ✓ RON 50 voucher for British Council Professional Development Courses (<http://www.britishcouncil.org/ro/romania-development-teacher-training-opportunities-2013-14.pdf>)
- ✓ Free administrative services for any university or professional exam (e.g. BMAT, TSA, University of London, etc.)

Gold Membership entitles you to:

- ✓ Bronze membership benefits, plus
- ✓ Tailor-made work shops for English teachers
- ✓ RON 750 voucher to buy exam preparation materials from Fischer International
- ✓ **Addvantage** promotional materials
- ✓ One Past Papers collection book from Cambridge University Press (KET, KET for Schools, PET, PET for Schools, FCE, CAE, CPE)
- ✓ One Speaking Test Preparation Pack (KET, KET for Schools, PET, PET for Schools, FCE, FCE for Schools, CAE, CPE, BEC)
- ✓ Two Top Tips Guides (Top Tips for PET, FCE, CAE)
- ✓ One free invitation to Fischer conference
- ✓ Two free of charge exams (CELA or IELTS) of your choice
- ✓ RON 100 voucher for British Council Professional Development Courses (<http://www.britishcouncil.org/ro/romania-development-teacher-training-opportunities-2013-14.pdf>)
- ✓ Free administrative services for any university or professional exam (e.g. BMAT, TSA, University of London, etc.)

Platinum Membership entitles you to:

- ✓ Bronze membership benefits, plus
- ✓ Tailor-made work shops and seminars for your teachers of English
- ✓ RON 1050 voucher to buy exam preparation materials from Fischer International
- ✓ **Addvantage** promotional materials;

- ✓ Two Past Papers collection book from Cambridge University Press (KET, KET for Schools, PET, PET for Schools, FCE, CAE, CPE)
- ✓ Two Speaking Test Preparation Packs (KET, KET for Schools, PET, PET for Schools, FCE, FCE for Schools, CAE, CPE, BEC)
- ✓ Three Top Tips Guides (Top Tips for PET, FCE, CAE)
- ✓ Two free invitations to Fischer conference
- ✓ Three free of charge exams (CELA or IELTS) of your choice
- ✓ RON 200 voucher for British Council Professional Development Courses (<http://www.britishcouncil.org/ro/romania-development-teacher-training-opportunities-2013-14.pdf>)
- ✓ Free administrative services for any university or professional exam (e.g. BMAT, TSA, University of London, etc.)
- ✓ Based on the previous year candidature, the preparation centre will benefit from discounts for the registrations that are taking place in 2014 as follows:
 - Over 150 – 10% discount
 - Over 250 – 20% discount
 - Over 350 – 25% discount
 - Over 500 – 30% discount

The above discounts will be cumulated with the 10% discount for CAE exam for intensive and bilingual classes.

Frequently Asked Questions

What does joining Advantage commit me to?

No specific commitment is implied. Joining **Advantage** simply means you can access the benefits of your 2014 entries. You don't need to do anything in 2014 and can stop your membership at any time if you don't want the benefits.

How will my level of membership in 2014 be calculated?

Your level will be based on the number of candidates you register for CELA (Cambridge English Language Assessment) exams ONLY through the British Council between January and December 2014.

Where do I find the "Activation of Membership" form?

Go to **page 8** of this document. All you need to do is fill it in and email us the form.

Is there a deadline? When should I send you the form so as to claim my benefits?

You should send in the form before 15 March 2014. You can claim your benefits only upon activation of membership.

Can I join up with other schools to increase our joint level of membership?

Yes, as long as you include all your entries in a consolidated dispatch for each session and make one consolidated payment. The group will receive one **Advantage** membership at the level of the combined entries. Individual schools within the group will also receive their own Bronze membership. Certificates will be sent in sealed envelopes for each member school to the group address for forwarding to the individual schools.

How long is my membership valid for?

Your membership is valid for one calendar year.

When should I send you my request for an ELT seminar and for a personal teacher/course development consultancy?

Please send us your requests in due time to register for the event. The deadlines are advertised by the organisers of the events.

Advantage Terms and Conditions 2014**General Conditions**

1. These terms and conditions define the rules, scope and conditions of participation in the partnership scheme offered by the British Council, hereafter referred to as '**Advantage**' for 2014.
2. The **Advantage** Partnership Scheme is fully owned and operated by the British Council.
3. The third edition of **Advantage** will operate from 1 January 2014 to 31 December 2014.

Rules for participation

4. **Advantage** is open to any institution which registers one or more candidates as a block entry **ONLY** through British Council between 1 January 2014 and 31 December 2014. The ESOL exams taken into account are the following:

CELA Exams: YLE, KET, KET for Schools, PET, PET for Schools, FCE, FCE for Schools, CAE, CPE, BEC, ILEC, ICFE, TKT

5. The offer, which particular members of the scheme are entitled to, is dependant on the number of exam entries made between 1 January 2014 and 31 December 2014, for the exams listed in section 4 above of these regulations. Members receive one point for each exam entry.
6. To activate their membership, qualifying institutions must complete and sign the last page of these Terms and Conditions and return to the **Advantage** Manager:

Roxana Ene

Business Development Manager/ Examinations Services
British Council | Romania | Calea Dorobantilor 14, Bucharest 010572
T +40 (0)21 307 9638 | M +40 (0)733 109 880
F +40 (0)21 307 9601
E roxana.ene@britishcouncil.ro

7. Member institutions have the right to cease membership at any point. This should be done in writing to the **Advantage** Manager.
8. Membership will cease from the point the British Council receives written notification requesting this. At the point of cessation of membership, all entitlement to benefits of the scheme will cease. **We regret that any benefits not claimed by 31 December 2014 will expire. They cannot be carried forward.**

Group membership

9. Where an institution enters its candidates through an “umbrella” organisation such as an Association or a collective group of schools, the “umbrella” organisation shall receive a level of membership and the associated benefits based on the collective number of points earned. In addition, individual schools who are members of the “umbrella” organisation will receive their own Bronze level of membership, regardless of their contribution to the overall number of entries put through the “umbrella” organisation.

Benefits of Advantage

10. In addition to our standard level of service, members will be entitled to the benefits in 2015 according to their level of membership mentioned above.
11. The **Advantage** logo can be used as per the validity period mentioned in the contract.

Communicating membership

12. From time to time the British Council will provide promotional material for members, to communicate their **Advantage** membership. Display or distribution of these materials is at the discretion of the member.
13. Should the member wish to communicate their **Advantage** membership by any other method whatsoever, this must be agreed with the British Council in writing, well in advance of any such communication. Applications should be made to the **Advantage** Manager at the contact details given in point 8 above.

Amendments to the regulations

14. The British Council reserves the right to end the programme prior to the date mentioned in section 4 or to extend it beyond this date upon a relevant notice.
15. The British Council reserves the right to introduce amendments to these regulations and undertakes to inform the members of the scheme of the amendments by email or post. Such amendments will be valid and effective as of the date of the notification to the members or at any later date stated by the British Council in the relevant notification.

The British Council Romania

Activation of membership

Please send one copy of this form by email or post to

Roxana Ene
 Business Development Manager/ Examinations Services
 British Council | Romania | Calea Dorobantilor 14, Bucharest 010572
 T +40 (0)21 307 9638 | M +40 (0)733 109 880
 F +40 (0)21 307 9601
 E roxana.ene@britishcouncil.ro

Please keep a copy for your records.

Signature:

I would like to activate my membership of **Addvantage** for 2014. I have read, understood and accept the terms and conditions outlined above.

Name:

Date:

On behalf of

Name of Institution:

Contact Details

Address	Telephone
	Fax
	Email

N.B. You should return the form before 15 March 2014.

You can claim your benefits only upon activating your membership.