

Services and Fees 2017

Key Services to Brand Licensees

- The right to use the **Quality English and Quality Education brands** in your own marketing
- Direct access to the network of carefully selected and vetted, active **Quality Agents**
- **Outbound marketing Missions:** a day of face-to-face meetings with agents, a popular and successful QE and QED activity
- **Agent lists and Reports** from the Missions sent immediately afterwards facilitating efficient follow-up
- Representation by experienced Quality English personnel at selected **international Workshops**
- The management of **Brand Villages** at key international Workshops
- Content-driven, dynamic, state-of-the-art digital media **Website presence** for all licensees
- Promotion of your quality credentials through **Website content and social media**
- Exposure for individual school brands in the **annual Brochure**
- **Promotional packs** including plaque, certificate, posters and other branded materials
- **Shared advertising opportunities** in leading industry publications
- The **opportunity to network** with like-minded licensees at the annual conference, on missions and beyond

Annual Fee	£3,500 (see terms below)
Start up Fee	£1,750
Quality Control visit	£275

Missions 2017

One day of face-to-face meetings where you can present to carefully selected agents the key strengths of your school and its courses.

A Ho Chi Minh City: 13th February, **Taipei:** 15th February, **Beijing:** 17th February

B Mexico City: 28th March, **Bogota:** 30th March

C Prague: 2nd November, **Rome:** 6th November, **Madrid:** 8th November

Two missions are included in the annual fee. Choose one each from two of the three blocks: **A, B, C**

Included in the fee:

Pre-departure information

Online appointment scheduling with 'Marcom eSchedule Lite' for agent meetings

Lunch and afternoon reception (networking opportunities)

Opportunity to sponsor the mission and make a presentation

Post mission agent lists and reports

Mission Fee	£850 (full fee for one day event) £750 (early bird rate)
Second delegate	£200 (no appointments) or 60% of full fee (with appointments)
Sponsorship	£300 per mission, includes a presentation and banner display; logo and links on mission website
Brochure display	£110 per mission and distribution in agents' packs

Terms and Conditions

Annual Fee

The fee of £3,500 will be paid monthly by Direct Debit through the new GoCardless™ system.

Currently, only schools in Europe can use the GoCardless™ system.

Up to 10 summer centres are included in one Annual Fee.

VAT at 20% will be added to all fees invoiced to UK licensees.

Missions

Registrations can only be made if the Annual Fees are paid to date.

Appointments can be booked when the relevant Mission fee has been paid.

'Included' missions can be booked during a dedicated period of time before registrations open up for paid missions and must be made before the end of the early bird deadline.

Quality English Ltd. reserves the right to close registrations before the advertised deadline in order to manage a successful balance of schools and agents.

Schools and Colleges joining part way through the year will be entitled to included missions on a pro rata basis.

Second centres are entitled to 50% of the mission allocation.

Cancellation terms are stated on the invoices and registration forms.

Included missions cannot be carried forward to the following year.

Quality English Ltd. reserves the right to cancel missions at any time if there is a safety risk to participants. UK Government Foreign Office advice will be respected.