

# Services and Fees 2018

## 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

<b>Annual Fee</b>	£3,700 (see terms below)
<b>Start up Fee</b>	£1,750
<b>Quality Control visit</b>	£500

## Missions 2018

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 Seoul:** 20th March, **Tokyo:** 22nd March

**B Moscow:** 2nd October, **Istanbul:** 4th October

**C Warsaw:** 8th November, **Barcelona:** 12th November, **Milan:** 14th and 15th November (includes QE/QED Annual Conference)

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

<b>Mission Fee</b>	£800 (early bird rate) £900 (full fee for one day event)
<b>Second delegate</b>	£220 (no appointments) or 60% of full fee (with appointments)
<b>Sponsorship</b>	£350 per mission, includes a presentation and banner display; logo and links on mission website
<b>Brochure display</b>	£120 per mission and distribution in agents' packs

## Terms and Conditions

### Annual Fee

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.  
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.  
In the event of the cancellation of a QE event, Quality English will not be responsible for any costs incurred by participants.