

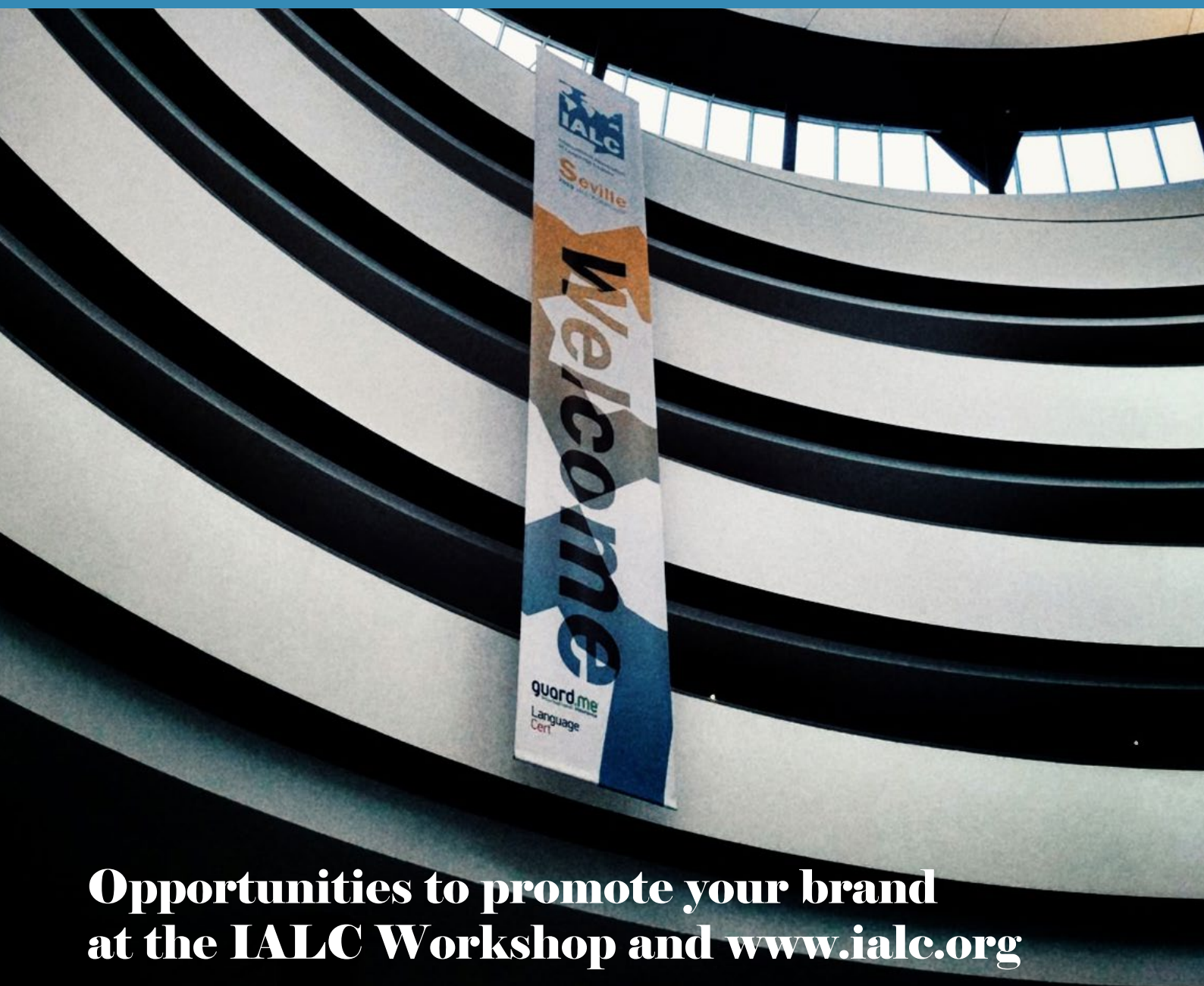


International Association
of Language Centres



The International Association
of Language Centres

Media Pack 2019-20



**Opportunities to promote your brand
at the IALC Workshop and www.ialc.org**

Welcome to the IALC Media Pack 2019-20

Founded in 1983, IALC is an award-winning, not-for-profit Association of over 160 leading independent language centres teaching nine languages in 23 countries worldwide. For over 35 years, IALC has been a trusted reference point in the language travel sector. Wherever you see the IALC logo, you'll find excellent service, professionalism and a great language experience.

Our IALC Media Pack 2019-20 offers a fantastic range of options for brands to align themselves with our award winning and high profile Association.



In present times, it is increasingly important for personal and educational development to travel, to explore new places, to learn a language and a new culture. IALC is a global standard in language study abroad, where passion, excellence and individuality meet and contributes to this process.

IALC supporters are important stakeholders within our industry and we are proud to be part of a diverse and dynamic community, which stands out in the language travel industry with the common goal of offering a global quality experience”

IALC President, Giorgia Biccelli, The Linguaviva Group.



International Association
of Language Centres

Our next IALC workshop & IALC Corporate Partners (May 2019):



Auckland
2020 WORKSHOP 26-29 MARCH

guard.me
International Insurance

**Language
Cert**

Contact us: International Association of Language Centres, Lombard House,
12-17 Upper Bridge Street, Canterbury CT1 2NF, UK
+44 1227 769007, info@ialc.org, www.ialc.org

The IALC reach is immense...

Our global community of international language schools provide amazing experiences for thousands of students annually as they travel abroad to explore other languages and cultures.

All IALC schools offer a fantastic range of courses for all levels, ages, needs and interests and are both quality assured and boutique, providing guaranteed professionalism and personal attention. With IALC schools in over 100 international destinations, **our reach truly is immense:**

- A huge range of over 160 IALC accredited year-round and summer centres.
- IALC schools in over 100 destinations and in 23 countries.
- Connect with them through our annual workshop, re-launched website and our year-round marketing opportunities.



Why work with IALC?

Contents

Click here or read on..

5. [5 reasons to put your brand in front of the global language travel industry](#)
6. [Engage with industry leaders at the IALC Workshop](#)
7. [Join us at the IALC 2020 Auckland Workshop!](#)
8. [Exhibit your brand at the IALC Workshop](#)
9. [Sponsor the IALC Workshop](#)
10. [Advertise at the IALC Workshop](#)
11. [Get year round exposure in the IALC Directory](#)
12. [Be seen on the IALC Website](#)
13. [Website advertising packages](#)
17. [IALC monthly newsletter](#)
18. [Corporate Partnership](#)
19. [Summary of benefits](#)

Associate your brand with our trusted international organisation. In 2015, IALC entered the StudyTravel Super Star Hall of Fame after winning the ST Star School Association for a fifth time. This is a category voted for by agencies and service providers across the world in the unique StudyTravel Star Awards, which receive thousands of votes from international education industry professionals each year.

Through advertising with IALC, you can build brand awareness among influential delegates working in the international education sector around the world. We can help bring your campaigns to life with some of our innovative and creative advertising solutions across our multi-platform portfolio.



To exhibit or to book advertising and sponsorship packages contact **William**.
william@ialc.org
+44 1227 769007
skype: william.ialc

5 reasons to put your brand in front of the global language travel industry

- **It's larger than you think:** Each year there are 2.28 million language travel students worldwide. They are served by 3000 centres providing language training, and 16000 youth and student travel agencies who act as intermediaries.
- **It's global:** IALC has member schools teaching languages in 23 countries. The top 20 source markets cover countries in Asia, Europe, the Middle East, North Africa, Latin and Central America.
- **It's a high value market:** Language travel is a high value market and globally the industry is worth over US\$11.7 billion.
- **It's down to quality:** Independent and boutique chain schools outperform chain schools in the majority of examined criteria*. 66% of agents believe independent and boutique chain schools are of higher quality than chain schools.
- **It's about access:** The most valued factor favouring independent schools is the ease of access to senior management they provide (78% of agents). Independent schools scored better for the majority of course types, taking the lead for one-to-one, professional and general/intensive courses.

Sources:

IALC Study Travel Research Report 2016 – Trends in Demand for Foreign Languages, <http://www.ialc.org/report/study-travel-research-2016>
IALC Study Travel Research Report 2015 – Perceptions of Independent and Boutique Chain Schools in Language Travel, <http://www.ialc.org/report/study-travel-research-2015/>
ALTO Global Directions in Language Travel 2009 <http://c.yimcdn.com/sites/www.altonet.org/resource/resmgr/les/alto-global-directions-2009.pdf> p1 Student Marketing - Market overview and trends www.student-market.com/youth-travel
* IALC Study Travel Research Report 2015 – Perceptions of Independent and Boutique Chain Schools in Language Travel, <http://www.ialc.org/report/study-travel-research-2015/P6>



Discover more about our global community at www.ialc.org



Engage with industry leaders at the IALC Workshop

Since 1983, IALC's annual Workshop has been renowned in our industry for its outstanding networking, high-quality contacts and business opportunities for companies in the education, travel, tourism, insurance, publishing, software industries and more. The IALC Workshop has grown year on year and is commonly recognised as 'the world's best language travel workshop'.

What's special about the IALC Workshop?

- Develop business with world-leading independent language schools.
- Network with key decision makers and keep updated on the latest industry trends.
- Enjoy first-class IALC-style entertainment and hospitality showcasing our host city.
- Get involved in interactive seminars on key issues in study travel.
- Join our optional fam-trips across New Zealand & Australia Workshop.

“The IALC Workshop is a truly outstanding way to exhibit your brand to the people that matter”

Nicolas Miller – Advisor



Join us at the IALC 2020 Auckland Workshop!

The world's best language travel conference returns for the IALC Auckland Workshop in New Zealand from 26 March to 29 March 2020.

IALC Auckland
2020 WORKSHOP 26-29 MARCH

Our IALC Workshop is the best way to meet and establish partnerships with a fantastic range of owners and directors from over 160 fully-accredited IALC language centres.

- Network and develop business with the directors and owners of IALC language schools worldwide.
- Meet senior staff members of carefully selected study travel agencies.
- Opportunities to deliver specialised seminars.
- Network with journalists from the language travel press.
- Visit Auckland: a dynamic and growing study travel destination.

Find out more at: **auckland.ialc.org**
#IALC2019



Exhibit your brand at the IALC Workshop

IALC Auckland
2020 WORKSHOP 26-29 MARCH

Connect personally with high value contacts at the next IALC Workshop!

Programme	Exhibitor Package
Wednesday 25 March 2020	
Members' dinner	Corporate partners & sponsors of the dinner only
Thursday 26 March 2020	
IALC 2020 Auckland Workshop - Seminar Afternoon	Full participation
IALC 2020 Auckland Workshop - Welcome Reception	Full participation
Friday 29 March 2020	
Workshop Day 1	Full participation
Workshop lunch	Full participation
IALC 2020 Auckland Workshop School Night - Languages International Party	Full participation
Saturday 30 March 2020	
Workshop Day 2	Full participation
Workshop lunch	Full participation
IALC 2020 Auckland Workshop - Gala Dinner	Full participation
Sunday 31 March 2020	
Departure day	
Prices	
Stand incl 1st delegate:	€ 2,800
2nd delegate	€ 1,500
Directors' Pass: €1,400 (this package is not inclusive of a Marcom schedule).	€ 1,400
Details	
Prices are per person. One Marcom account per delegate. The Director's Pass excludes a Marcom schedule. All packages exclude accommodation. Stand space comes with a table, 2 chairs, a power socket and Wi-Fi.	

Increase your visibility at the workshop with a sponsorship or advertising package! Benefit from the buzz generated by the IALC Workshop during the registration period, in the press and on social media.



Sponsor the IALC Workshop

IALC Auckland
2020 WORKSHOP 26-29 MARCH

Increase your brand's visibility and create awareness amongst influential delegates.

Workshop sponsor packages	Price	Availability
As an IALC workshop sponsor, you're listed on our website, in our event manual and in communications before the workshop		
Gala dinner & drinks reception	€ 3,500	
Welcome reception	€ 2,500	
Members' Dinner (private event for schools and IALC corporate partners only)	€ 1,000	
IALC Seminar Afternoon Sponsorship (co-host and sponsor the pre-workshop seminar afternoon)	€ 2,000	
Workshop coffee breaks (two days)	€ 2,000	
Conference bag	€ 2,000	
Delegate notepad	€ 1,250	
Workshop lunches (2 days)	€ 1,500	
Branded items (i.e. water bottles, key card sleeves, maps...)	Price on request	

“The IALC Workshop is very valuable. We get a chance to meet potential new clients and develop new relationships and we look forward to coming every year.”

Clark Hortsing - Guard.me

The sooner you book, the sooner we can promote your organisation! As an IALC Workshop sponsor you're listed on our website and in communications before the Workshop.



Advertise at the IALC workshop

Deliver your message to all delegates through a variety of media

Option	Price
Workshop Listings Guide (back cover) Full-page advert on outside back cover*	€1,500
Workshop Listings Guide (inside cover) Full-page advert on inside back or front cover (full colour)*	€1,000
Workshop Listings Guide Full-page advert inside (black & white)*	€1,000
Workshop Listings Guide Half-page advert inside (black & white)*	€500
Workshop full screen advert You get: Your slide on the large hall screen for 60 seconds during each break between business appointments.	€600 per day
Workshop registration desk advert You get: Your slide on the registration desk screen. Full day exposure	€600 per day
Self-standing banner You get: Placed in a prime position next to the registration desk.	€600

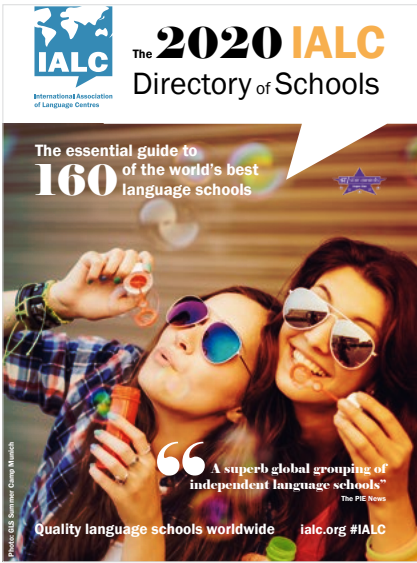
* These adverts will also be included in the complete Workshop Manual that is stored on every event USB stick.



Really a superb global grouping of independent language schools”.

Amy Baker, The Pie News, UK.

Get year round exposure in the IALC Directory



With over 160 IALC language schools, teaching nine languages in 23 countries, our IALC 2020 Directory is the most comprehensive guide to our Association ever. Showcasing over 100 international study travel destinations, from major cities to lesser-known gems.

Advertise in the IALC 2020 Directory

Our IALC Directory will be released in October 2019. It has a 12-month shelf life, and a digital version (pdf) is also available on our website, with over 1400 visits to the e-Directory webpage (www.ialc.org/edirectory). 2000 printed copies of the IALC directory are distributed to agents and student advisors worldwide, by post and at key trade events:

Choose from a variety of advertising options:

Prices	Standard*	Premium**
Half page	€ 800	€ 1,000
Full page	€ 1,400	€ 1,700
Outside back cover	€ 2,200	

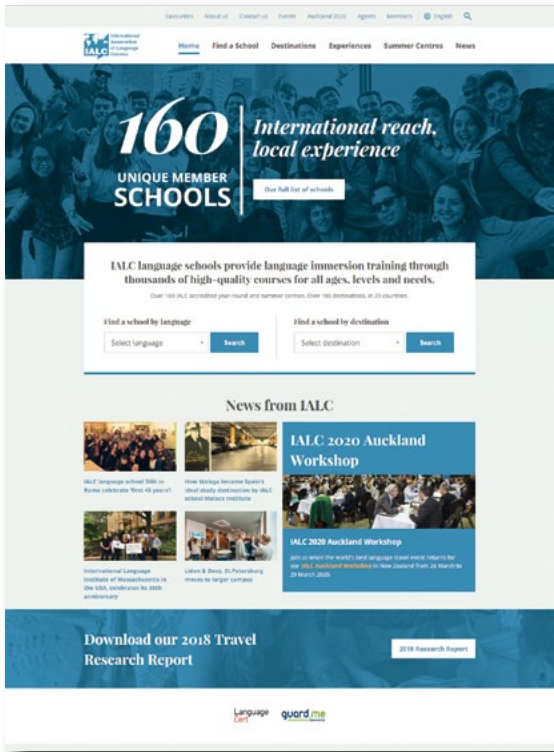
* Standard: within the school listings
** Premium: inside front cover, inside back cover, start of the school listing

- Your advert will appear in our essential guide to over 160 unique year-round and summer language centres worldwide.
- A free link from the digital version of the directory to your website to the landing page of your choice
- Your logo will appear on the e-directory web page

Be seen on the IALC website

Promote your brand and drive awareness

The www.ialc.org website is a great way to reach new clients. It is easy and straightforward to arrange and we will provide you with the feedback metrics you need for further marketing.



Average monthly visitors to www.ialc.org:
29,100

Average age of user:
27

Our website is accessed across
199 countries

Gender of user:
Females **60%**
Males **40%**

Percentage of traffic per device:
Desktop **60%**
Mobile **35%**
Tablet **5%**

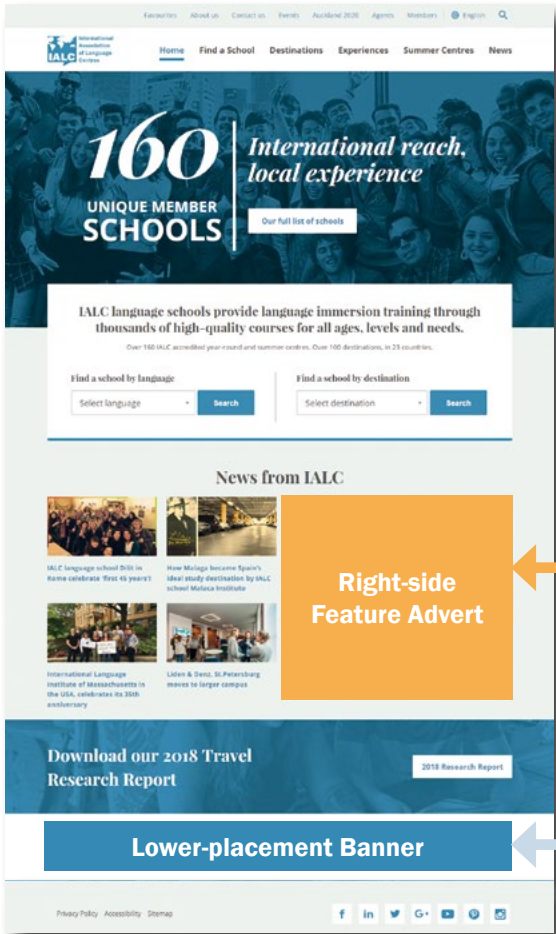
Target your advertising for specific events:
During ICEF Berlin 2018 our website was accessed by
37,350 unique users.

Website advertising packages

The IALC Homepage

The IALC homepage is the first stop for users of the IALC site and a great way for advertisers to immediately align their brand with our Association.

Our **Right-side Feature Advert** is the largest advertising space on the site and includes a link to a website or landing page of your choice.



Homepage.
Right-side Feature Advert price:
1 month: **€800**
3 months: **€2000**
6 months: **€3,200**

Our **Lower-placement Banner**. This banner features on **every page** on the IALC site and contains a link to a website or landing page of your choice.

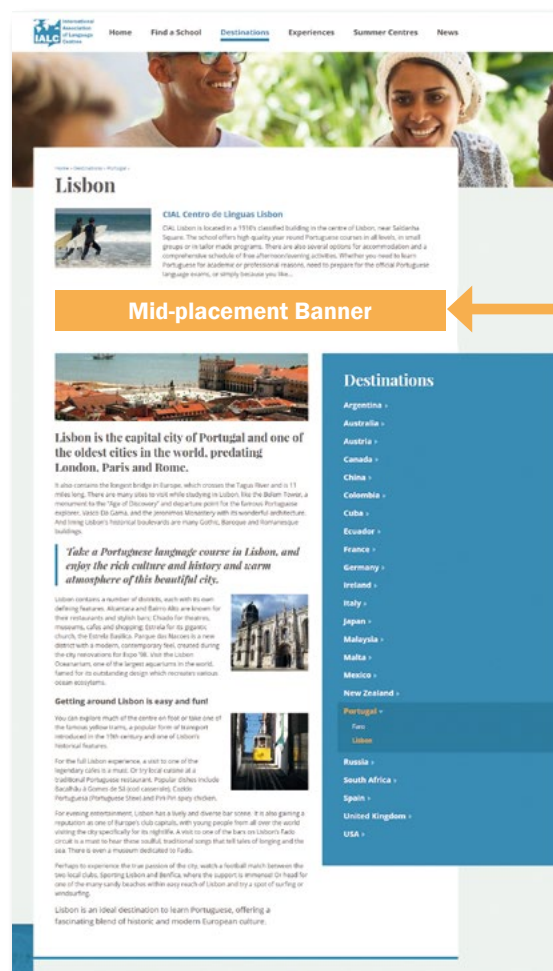
Lower-placement Banner throughout site.
Price:
1 month: **€650**
3 months: **€1,400**
6 months: **€2,500**

We can help you to maximise the return on your investment. Track the ongoing success of your alliance with IALC, identify market trends and focus your marketing spend accordingly.

Website advertising packages

The IALC Destination Page

Advertise your brand with the Mid-placement Destination Banner featuring on the destination page of your choice and containing a link to a website or landing page.



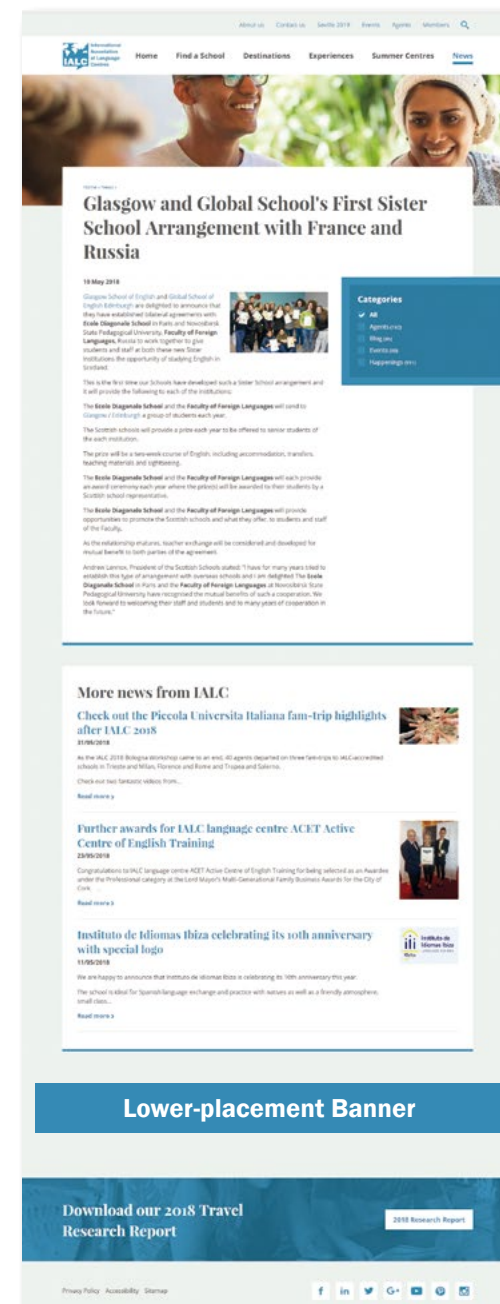
Mid-placement Destination Banner throughout site

1 month: **€500**
3 months: **€1,200**
6 months: **€2,200**

Website advertising packages

The IALC News Page

Our IALC news and feature pages provide targeted advertising to readers that want to learn more about the IALC school experience, our industry events and more. The news pages are promoted on our IALC social media channels and our some of the most popular pages on the site. This Lower-placement Banner would feature on every IALC news story published during the periods given below:



Lower-placement Banner throughout news pages:

1 month: **€500**
3 months: **€1,200**
6 months: **€2,200**

To exhibit or to book advertising and sponsorship packages contact **William**.
william@ialc.org
+44 1227 769007
skype: william.ialc

Your advert size online

Desktop
Advert
Placeholder
545 x 420px

Tablet
Advert Placeholder
615 x 190px

Mobile
Advert
Placeholder
400 x 242px

All other locations:
Lower placement, Mid placement

Desktop
Advert Placeholder
1105 x 160px

Tablet / mobile
Advert Placeholder
616 x 180px

The IALC Monthly Newsletter

You can advertise in our popular monthly IALC newsletter, featuring IALC news, school features and invitations to our annual IALC Workshop and other regular events which is sent to over **8,000** study travel agent contacts and to IALC directors and marketing staff.



Price includes:

- A banner at the top of the newsletter (200 x 200 PX approx)
- A link to your website or landing page of your choice

1 month: **€500**
3 months: **€1,200**
6 months: **€2,200**

Corporate Partnership

Support IALC through several channels and benefit from a strategic alliance with IALC throughout the year with increased access to IALC decision-makers.

To qualify as a corporate partner you must:

- Spend €7,500 on sponsorship, advertising or exhibiting with IALC over 12 months
- This must include at least one Workshop sponsorship package and only includes 2 exhibitor packages
- Your product should not compete directly with the products of IALC or its member schools
- There should be a synergy with the IALC brand - your company should complement IALC values

“We are extremely proud of our long-standing partnership with Guard.me, the leading provider of international student insurance worldwide.”

IALC President Giorgia Biccelli, The Linguaviva Group.

Summary of benefits

Workshop benefits	Workshop exhibitor	Workshop sponsor	Corporate partner
Marcom e-schedule pro account	✓	X	X
Logo on Marcom homepage	X	✓	✓
Workshop bag insert	✓	✓	✓
Listing in Workshop manual	Exhibitor listing	Listed as Workshop sponsor with logo and website	½ page corporate partner profile and logo
Exhibition stand	✓	Premium location if exhibiting*	Premium location if exhibiting*
Attend and introduce yourself to owners of IALC schools at the private Members' Dinner (Wednesday evening)	X	Members' dinner sponsor	✓
Announced at the Welcome Reception	X	Welcome reception sponsor	✓
Presented as a partner or sponsor on workshop screen slideshow	X	✓	✓
Product exclusivity available for additional fee	X	X	✓
Presented as sponsor with logo in Workshop bulletins	X	✓	✓
Special offer included in Post-Workshop mailing to delegates	X	X	✓
Seated at VIP Gala dinner table	X	X	✓
Year round benefits			
Personal account management	✓	✓	✓
Website presence	X	Presented as an official sponsor with logo on IALC Workshop web pages	Logo on home page. Profile and reciprocal link on Corporate partner web page
Presented as workshop sponsor with logo in workshop communications (promotion & delegate information)		✓	X
Web advertising	X	X	1 month rotating*
Presented as a partner with logo in IALC monthly newsletter	X	X	✓
One special mailing per year to IALC members	X	X	✓
Right to present yourself as an 'IALC Corporate Partner'	X	X	✓
Listed as a partner in the IALC Directory	X	X	✓

* Subject to availability at the time of booking

To exhibit or to book advertising and sponsorship packages contact:
William. william@ialc.org, +44 1227 769007, skype: [william.ialc](https://www.skype.com/en/contacts/william.ialc)



Auckland

2020 WORKSHOP 26-29 MARCH

#IALC2020

Join IALC in New Zealand!



The **world's best language travel conference** returns for the IALC Auckland Workshop in New Zealand from 26 March to 29 March 2020.

Book your place today!



Register today at auckland.ialc.org

Hosted by: Languages International



What other agents say about the IALC Workshop:

100% of agents rated the “Range of schools” as good to excellent.

100% of agents rated the “Networking opportunities” as good to excellent.

100% of agents rated the “Evening events” as good to excellent.

100% of agents rated the 2019 IALC Workshop as a success for them.

These statistics were taken from agencies that attended the IALC 2019 Seville Workshop.

[Back to Contents](#)

