

IALC commissions first-of-its-kind industry study

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The International Association of Language Centres (IALC) has commissioned a unique and industry-wide research project. Targeted at agents, the goal of this unique research project is to create a complex and in-depth picture of the current role of perception of independent and chain schools in the industry, while also shining light on their similarities and contrasts, as seen through the eyes of agencies and the students they send to these schools.

By communicating with a varied and large number of agents around the world, who have been pre-selected to share their past experience with independent and chain schools, the research also promises to deliver a multi-faceted look at the preference agents have when dealing with these two different educational institution models. In addition to this, the study will have a look at the global

demand for particular languages, thus further elaborating on the current state of the industry.

"I am very happy with the focus of the research and what it promises to deliver. Not only will it be valuable to our member schools, but the industry as a whole," noted Jan Capper, Executive Director of IALC.

In addition to offering all participating agencies a detailed executive summary of the study, one survey participant will also be eligible to receive a contribution worth up to EUR 1,000 towards attending the next IALC Workshop in Rouen (2015) or Leeds/York (2016).

The research will be administered by StudentMarketing, an independent research specialist and UNWTO Affiliated Member.

With the survey currently ongoing and accessible for agents online [here](#), IALC has scheduled a showcase of the research results for 23 April 2015, at the IALC workshop in Rouen.

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