

# INTRODUCTION

Siobhan Ali chikh

Principal, Liverpool

[Siobhan.alichikh@Kaplan.com](mailto:Siobhan.alichikh@Kaplan.com)

0151 556 0901




"Regarding the course, the teachers are very good, but I have one problem, as a surprise this class had young boys - 17 to 20, this is very embarrassing for me. I run my own school and this situation made me uncomfortable"


Eric, 52

Why create a 30+ centre?


# WHAT WERE THE ISSUES?

- Totally different life experience : Professionals vs Students
  - Comfort: things in common with others – interests , opinions, humor
  - Expectations: what you need from the course
  - Value - you pay vs Mum & Dad pay
  - Behaviour- discipline, habits etc
  - Experience of Learning: recent or distant
  - Not only classes, but also Accommodation, Social Programme & school environment
- 

# WHO ARE THE TARGET MARKET?

- Prefer not to study with very young classmates
  - Workers who need English at work
  - Workers transferring to an English-speaking environment
  - Prefer to study with those that share similar circumstances such as being married, having a career, have children etc.
  - Prefer a more serious learning environment
  - Graduates wanting to do a Master's in English
  - Interested in career progression
  - Late career or retired looking to experience British culture, go sightseeing and learn English
- 

# WHAT DOES A 30+ COURSE LOOK LIKE?

- Guest Speakers
  - Explain the extras clearly
  - Opportunities to network
  - Tailor-made K+ activities in the Study Centre
  - Professional English Classes
  - Adapt our attitudes and approaches to the students
  - Monitor Feedback carefully
  - Pay attention to Elective options
  - Teacher recruitment - targeted towards those with broader life experience
  - Selected publications e.g. The Economist / The Week/ Financial Times
  - Coffee !!
  - Exclusive social programme
  - Separate Induction & Graduation
- 

Liverpool



UK 30+ Centres

**KAPLAN** INTERNATIONAL  
LANGUAGES



London  
Leicester  
Square




# USPS

## Liverpool

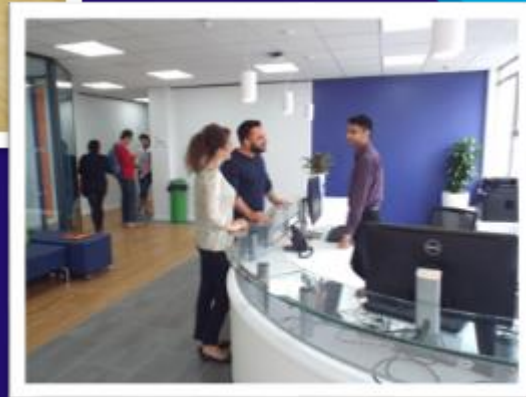
- Located centrally in Liverpool's Business District by Moorfields train station just a 10 minutes walk to residences
- Most cost effective city in UK portfolio
- Dedicated floor for 30+ with 6 classrooms and separate study centre

## London

- Broad nationality mix, diverse student population
  - Iconic location in the heart of London
  - Choice of 4 fantastic residences and a wide selection of homestay hosts across the capital
- 

**KAPLAN**

INTERNATIONAL  
LANGUAGES



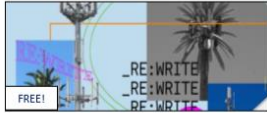
Liverpool



**K** 30+ Social Programme *February 2020* 

Welcome **30+ students!** Join Jenny for a variety of afternoon activities this month for a chance to make new friends, experience Liverpool and improve your English 😊 some spaces are limited so **get signed up today!**

**Wednesday 5<sup>th</sup> February**  
**FACT – Interactivity Group**



Visit an exhibition in FACT to explore how advanced CGI software has blurred reality and the consequences 'fake news' is having on society.

**Tuesday 11<sup>th</sup> February**  
**Crosby Beach**



Meet the iconic Iron Men at the beautiful Crosby beach. One of Liverpool's most unique and finest attractions!

**Thursday 20<sup>th</sup> February**  
**Roxy Ball Room**



Come along for an evening of socialising, drinks and games including beer pong, pool and ping pong!

**Tuesday 25<sup>th</sup> February**  
**Liverpool Crown Court**



Experience criminal court trials like never before in the public gallery at Liverpool's Crown Court.

Example Liverpool Social Calendar



- Castles of Wales
- The Lake District
- York

## Top Weekend Trips from Liverpool



London Leicester Square



**Lecture Lates**  
Preparing for Brexit—UK and Japan relations  
This Tuesday at 18:00  
Free but limited tickets



KAPLAN INTERNATIONAL ENGLISH

**GUEST SPEAKER:**  
Wednesday 19th September @ 2.30PM  
in KAPLAN

**Apple - Customer Experience**  
FRIDAY at 2.30PM in room 402



**FREE!!** (book with Merit)

Join our Guest Speaker Arthur LIEGEOIS

- Learn Apple's retail customer experience
- Discover figures, secrets, ....
- Enjoy the Question and Answer session

# London Social Programme

A variety of topics, including:

- Organizations and Strategy
- Brands and Marketing
- Employment and CSR
- Trade and Globalization
- Service and e-commerce
- Leadership and Teamwork
- Cultural Awareness and Takeovers
- Negotiating
- Giving presentations
- Participating in meetings
- Expressing your opinions positively
- Networking
- Writing letters, e mails and reports

## Intensive Business English



[kaplaninternational.com](http://kaplaninternational.com)



INTERNATIONAL  
LANGUAGES



# KAPLAN INTERNATIONAL 30+ PROGRAM

New York Central Park/Toronto



# WHY NY?



- Located in the heart of Midtown Manhattan next to Central Park and minutes away from Time Square, Carnegie Hall, Rockefeller Center, Museum of Modern Art, and Time Warner Shopping Center. Easy access to all of NYC—next to one of largest subway centers.
- New school with state-of-the-art facilities on two floors of a historic NYC building, 5 Columbus Circle.
- Variety of daily NYC activities organized by the school including: Broadway plays, museum and neighborhood tours, sporting events, club/bar and culinary events.
- *Real Life English* courses in theatre and leadership allow students to use a hands on/practical approach to improving their English skills.
- University Placement Services are available; we work directly with over 100 university partners



# WHY TORONTO?



- Located in the heart of downtown Toronto, and minutes away from Union Station, the St. Lawrence Market, the CN Tower, Dundas Square, the Eaton Centre, the Royal Ontario Museum and more. It also just an hour trip to one of the world's greatest natural wonders: Niagara Falls.
- New school with state-of-the-art facilities and a beautiful view of the CN Tower from the student lounge. Kaplan Toronto has also won awards for the Best English School in Toronto.
- Variety of daily and weekend Toronto activities organized by the school: Canoeing, snowboarding/skiing, city tours museum visits, basketball, baseball and hockey games, movie and games nights and more. Trips to Niagara Falls, French Canada and New York on weekends.
- *University Placement Services are available; we work directly with over 30 university and college partners which provide direct entry after completing the English For -Academic Purposes course at Kaplan.*
- *TOEFL, Cambridge and IELTS courses available. Kaplan Toronto has an IELTS Test Centre.*

## 30+ BENEFITS

- Morning and mid-day classes
- Separate classrooms and an executive lounge at New York Central Park
- Additional orientation in first week
- Network with other global professionals
- Weekly coffee and discussion hosted by School Director
- Students also join any activities or K+ clubs open to under 30 students
- Special calendar of academic, professional, cultural and social seminars and events led by teachers and industry professionals, unique to [Central Park](#) and [Toronto](#)



## 30+ CURRICULUM

The 30+ Classes Follow The KI K+ Curriculum

30+ Specific Skills Classes and K+ Clubs are Available

Examples:

Advanced Skills (Specific Skills)

Current Affairs Club (K+ Club)

Business Small Talk (K+ Club)



# 30+ AT CENTRAL PARK



What does KI 30+ Look Like at Central Park?



# 30+ AT TORONTO



What does KI 30+ Look Like at Toronto?



QUESTIONS?

THANK YOU

[kaplaninternational.com](http://kaplaninternational.com)

# January 2020

Monday	Tuesday	Wednesday	Thursday	Friday
30 Weekly Quiz/ New Student Orientation	31	1 New Year's Day (No School)	2 Coffee with School Director 30+ Lounge 11:45	3
6 Weekly Quiz/ New Student Orientation	7	8 <a href="#">Coffee with School Director 30+ Lounge 11:45</a>	9	10 Rubin Museum of Art (Cultural) 5:30PM
13 Weekly Quiz/ New Student Orientation	14	15 Coffee with School Director 30+ Lounge 11:45	16 "Current Issues in Human Resources" (Professional) 2:00PM	17
20	21	22 Coffee with School Director 30+ Lounge 11:45	23 Hell's Kitchen Pub Crawl (Social) 5:30PM	24
27 Weekly Quiz/ New Student Orientation	28	29 Coffee with School Director 30+ Lounge 11:45	30 Public Speaking Lesson (Academic) 2:00PM	31

## K+ Clubs

30+ Exclusives	Suggested (Open to All Ages)
Presentations & TED Talks Club (Listening and Discussion) Mondays at 12:10 in Room 507 Current Affairs (Discussion and Vocabulary) Fridays at 12:10 in Room 509	Food Club (Cultural Experiences with a Teacher)Thursdays at 5:00 in Room 401



# TORONTO 30+ Activities

## JANUARY 2020



Visit [FACEBOOK.COM/KICTORONTO](https://www.facebook.com/KICTORONTO)  
to find out more and to see pictures of our activities.

MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY
		1 <sup>st</sup>	2 <sup>nd</sup>	3 <sup>rd</sup>
		8 <sup>th</sup>	9 <sup>th</sup>	10 <sup>th</sup>
6 <sup>th</sup> <i>Weekly Quiz/ New Student Orientation</i>	7 <sup>th</sup>	8 <sup>th</sup> <b>30+ Orientation</b> & <i>Coffee with the School Director</i> Room 203 at 12:50 <i>(Feel free to bring your lunch.)</i>	9 <sup>th</sup> <b>Adapting your International Resume Workshop</b> 1:00 pm Room 203	10 <sup>th</sup>
		15 <sup>th</sup>	16 <sup>th</sup>	17 <sup>th</sup>
13 <sup>th</sup> <i>Weekly Quiz/ New Student Orientation</i>	14 <sup>th</sup>	15 <sup>th</sup> <b>30+ Orientation</b> & <i>Coffee with the School Director</i> Room 203 at 12:50 <i>(Feel free to bring your lunch.)</i>	16 <sup>th</sup> <b>Maple Leaf's Hockey Game</b> at a Sports Bar with Matthew! Meet at reception #1 at 6:00 pm	17 <sup>th</sup>
		22 <sup>nd</sup>	23 <sup>rd</sup>	24 <sup>th</sup>
20 <sup>th</sup> <i>Weekly Quiz/ New Student Orientation</i>	21 <sup>st</sup> <a href="#"><u>Royal Ontario Museum</u></a> <i>Meet Reyna at 6:00 PM.</i>	22 <sup>nd</sup> <b>30+ Orientation</b> & <i>Coffee with the School Director</i> Room 203 at 12:50 <i>(Feel free to bring your lunch.)</i>	23 <sup>rd</sup>	24 <sup>th</sup>
		29 <sup>th</sup>	30 <sup>th</sup>	31 <sup>st</sup>
27 <sup>th</sup> <i>Weekly Quiz/ New Student Orientation</i>	28 <sup>th</sup>	29 <sup>th</sup> <b>30+ Orientation</b> & <i>Coffee with the School Director</i> Room 203 at 12:50 <i>(Feel free to bring your lunch.)</i>	30 <sup>th</sup> <b>Toronto's Light Festival at The Distillery District.</b> Meet Reyna at reception #1 at 6:00 pm.	31 <sup>st</sup>



### 30+ Exclusive Clubs

**Mon:** Professional Writing  
**Tue:** Current Affairs  
**Fri:** Business Small Talk



# COFFEE WITH THE SCHOOL DIRECTOR AT KI CENTRAL PARK



**KAPLAN** INTERNATIONAL  
LANGUAGES



# SEEING THE CITY AT KI TORONTO





[kaplaninternational.com](http://kaplaninternational.com)