

AGENDA

- Overview
- Feedback
- Pricing & promotion
- Core principles
- Structure
- Student profile
- Measuring progress

14+ LIVE *Express*

- Speaking & Listening
- Grammar & Vocabulary
- 5 or 10 hours per week
- 5pm UK/East Coast/West Coast
- 11am UK
- Classes/Activities/Self Study
- Specifically designed for studying online

KEY POINTS

- Max class size is 15
- 2+ Social activities per week
- Access to K+ Online Extra Grammar, Vocabulary & Pronunciation
- 15 minutes break between classes
- Certificate on completion
- Free trial class available for all students
- Standard commission paid

HOW IS IT GOING?

	UKI 2019
Overall	4.52
Teaching	4.56

HOW IS IT GOING?

	UK	Live
Overall	4.52	4.42
Teaching	4.56	4.49

HOW IS IT GOING?

	UK	Live	Express
Overall	4.52	4.42	4.64
Teaching	4.56	4.49	4.8

PRICING & PROMOTIONS

Соц	ırse	GBP	USD	Euro
E hours	Price List 5 hours	75	100	100
5 nours	Promotion	60	75	75
10.11	Price List	150	200	200
10 Hours	Promotion	100	135	120

Buy 3 weeks, get a 4th week free

AYS PROMOTION

- All AYS students will now get a free Express course
 - Semester = 2 weeks
 - Year = 4 weeks
 - Must be taken before the course starts
 - 5 hours per week
 - Speaking & Listening or Grammar & Vocabulary

PACKAGE WITH F2F

- Please try to upsell K+ Express weeks with any F2F course
 - Some students may not get the opportunity to use English very much in their day to day lives. K+ Live Express Speaking & Listening is a great way to get some speaking practice in before they start their course.
 - Some students may not be very confident studying grammar and using grammar terminology. K+ Live Express Grammar & Vocabulary is a great way to brush up on their grammar knowledge before starting their course.
 - Some students may not have been in a classroom for a long time. Either K+ Live Express course is a great way to get back in to the routine of attending classes and studying English.

THE 5 CORE PRINCIPLES OF EXPRESS

Express is about...

...enjoying using English to talk with others about <u>yourself</u>, your life and your opinions

...practising the English you have previously learned passively but not had enough chances to use actively

...acquiring English communication skills <u>unconsciously</u> through meaningful, natural interaction <u>in English</u>

...increasing your language knowledge indirectly, through upgrading, reformulation, and mirroring

...taking personal responsibility for your learning and skills development

KEY STRUCTURE

- spiral learning process
- constant review, reinforcement and 'pushing' of performance
- focus on personalised practice, so different classmates = different content = no chance to become bored
- easier to notice and measure progress
- student profile shows the constant review is popular
- evidence shows development of communication skills is about regular meaningful practice in a realistic and natural context, rather than trying to squeeze more passive knowledge into heads

LEVEL

- 3 levels available low, mid, high
- Far less concern regarding level from Express students
- Students appreciate the realism and opportunities of levels which are more mixed
- Levels offered depend on student population and feedback
- Students can self certify or take a KITE test

STUDENT PROFILE

• continuous one-month bookings over 13-month period up to now:

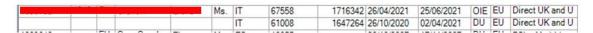
10-11-20-	Mr.	CN	329237	1731390	07/06/2021	30/07/2021	OU	GB	Welink Education
		CN	327531	1721364	10/05/2021	04/06/2021	OU	GB	Welink Education
		CN	323738	1710073	12/04/2021	07/05/2021	LIV	GB	Welink Education
		CN	323138	1699453	15/03/2021	09/04/2021	LIV	GB	Welink Education
		CN	322683	1688375	15/02/2021	12/03/2021	LIV	GB	Welink Education
		CN	322147	1674975	18/01/2021	12/02/2021	LIV	GB	Welink Education
		CN	320839	1655677	16/11/2020	11/12/2020	LIV	GB	Welink Education
		CN	320209	1608674	19/10/2020	13/11/2020	LIV	GB	Welink Education
		CN	319349	1595551	07/09/2020	02/10/2020	LIV	GB	Welink Education
		CN	318913	1590259	10/08/2020	04/09/2020	LIV	GB	Welink Education
		CN	318140	1583001	13/07/2020	07/08/2020	LIV	GB	Welink Education
		CN	317499	1575867	15/06/2020	10/07/2020	LIV	GB	Welink Education
		CN	317053	1570357	18/05/2020	12/06/2020	LIV	GB	Welink Education

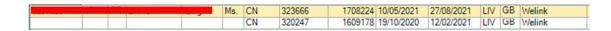
 1010 511	Ms.	IT	69022	1730630	01/06/2021	25/06/2021	OIE	EU	ESL Lausanne
		IT	67831	1719832	04/05/2021	28/05/2021	OIE	EU	ESL Lausanne
		IT	65769	1708466	06/04/2021	30/04/2021	DU	EU	ESL Lausanne
		IT	64980	1695973	08/03/2021	02/04/2021	DU	EU	ESL Montreux
		IT	64391	1688000	08/02/2021	05/03/2021	DU	EU	ESL Montreux
		IT	63609	1675285	11/01/2021	05/02/2021	DU	EU	ESL Montreux
		IT.	61175	1651799	09/11/2020	18/12/2020	DU	EU	ESL Montreux
		IT	60910	1604545	28/09/2020	06/11/2020	DU	EU	ESL Montreux
		IT	60236	1555201	15/08/2020	26/09/2020	DU	EU	ESL Montreux

Many students book for one month then immediately re-book for another month with no break

STUDENT PROFILE

students returning after periodic breaks:





1000704	1.2	 rtomano	el	Mr.	IT	67553	1716329	26/04/2021	21/05/2021	OIE	EU	Direct UK and U
					IT	66227	1712297	19/04/2021	30/04/2021	DU	EU	Direct UK and U
					IT	62490	1656309	30/11/2020	26/02/2021	DU	EU	Direct UK and U
					IT	60931	1605696	05/10/2020	30/10/2020	DU	EU	Direct UK and U

	Ms.	IT	67815	1719721	10/05/2021	14/05/2021	OIE	EU	Direct UK and U
		IT	63573	1673365	04/01/2021	23/04/2021	DU	EU	Direct UK and U
		IT	62853	1664429	07/12/2020	18/12/2020	DU	EU	Direct UK and U

Others book for extended periods, then take a break for a few weeks before re-booking for another extended period after a short break – usually for work, family or financial reasons or simply to take some time to consolidate their progress

MEASURING PROGRESS

speaking (and, to some extent, listening) cannot be objectively tested so no formal testing

focus on fluency, accuracy, clarity, interest, and confidence

these are best measured through regular student reflection with teacher guidance

group feedback notes sent to students after each lesson

Friday review lessons include time to complete personal self-assessment surveys and 1-1 tutorials

completed self-assessment surveys retained by students and Kaplan to help track progress

Friday presentations are recorded and retained by students and Kaplan to help track progress

Jan 2021

4 months later

DON'T FORGET





ANY QUESTIONS