

A photograph of three young adults walking together in what appears to be a university campus. On the left is a young man with dark hair, wearing a light blue t-shirt, smiling and holding a stack of books. In the center is a young woman with long blonde hair, wearing a black and white striped t-shirt and blue jeans, also smiling. On the right is a young man with short dark hair and glasses, wearing a beige and black varsity jacket over a black t-shirt, smiling. The background is slightly blurred, showing other people and campus structures. The image is overlaid with a large, semi-transparent blue geometric shape on the left side.

K+ LIVE EXPRESS

AGENDA

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

K+ 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

Course		GBP	USD	Euro
5 hours	Price List	75	100	100
	Promotion	60	75	75
10 Hours	Price List	150	200	200
	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 yourself, 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 unconsciously through meaningful, natural interaction in English

...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

- students returning after periodic breaks:

[REDACTED]	Ms.	IT	67558	1716342	26/04/2021	25/06/2021	OIE	EU	Direct UK and U
		IT	61008	1647264	26/10/2020	02/04/2021	DU	EU	Direct UK and U

[REDACTED]	Ms.	CN	323666	1708224	10/05/2021	27/08/2021	LIV	GB	Welink
		CN	320247	1609178	19/10/2020	12/02/2021	LIV	GB	Welink

[REDACTED]	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

[REDACTED]	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

K+ LIVE

**K+ LIVE EXPRESS FOR
YOUNG LEARNERS**

ANY
QUESTIONS
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